Date Nov. 22, 1955

To: Leo Martin

	Constit. Organ.	Bldg.	Room
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2.			
3.			
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6.			

☐ Approval	☐ Note and return	☐ See me
☐ Comment	☐ Note and file	☐ As requested
☐ Necessary action	☐ Prepare reply	☐ For your information
☐ Investigate	☐ Signature	☐ Per conversation

REMARKS:

Strikes me that there might be some prospective new members on the attached lists. If you agree perhaps you will turn them over to our new membership chairman.

(Fold here for return)

From: Gertrude Brodinsky Phone

To

Bldg. Room

16—39884-3 GPO

Ned Leo Mayton

METROPOLITAN SCHOOL STUDY COUNCIL
525 West 120th Street
New York 27, N. Y.

November 11, 1955

Federal Radio-Television Education Committee
Federal Security Agency
Washington 25, D.C.

Dear Sir:

The TV Utilization Committee is a group of teachers representing the Metropolitan School Study Council. The Council represents over seventy school districts in New York, New Jersey, and Connecticut. Our assignment is to encourage the utilization of TV education programs. Each member of the committee would like to be on your mailing list to help them alert teachers to educational programs. We are enclosing a list of our committee and also a superintendents mailing list.

Thank you for any help you can give us in this matter.

Yours truly,

Joseph M. Fillerup

Joseph M. Fillerup
TV Utilization Committee

JMF:PC

(30)

Metropolitan School Study Council
525 West 120th Street
New York 27, New York

November 1955

TV Utilization Committee

John W. Percy
Public Schools
Caldwell, New Jersey

Arthur Curtis, Jr.
Public Schools
Ridgewood, New Jersey

Josselyn R. Eddy
Ocean Avenue School
Northport, New York

Dorothea I. Godfree
Public Schools
Port Washington, N.Y

Mrs. Martha M. Gray
Columbia High School
Maplewood, New Jersey

Sarah N. Alexander
Public Schools
Greenwich, Conn.

Leah Spanier
Bureau of Curriculum Research
Dists. 32, 33, 34, 856 Quincy
Brooklyn 21, New York

Marie C. Touhl
Public School #5
Cedarhurst, New York

Leonard W. Ingraham
George Wingate High School
Brooklyn 3, New York

E. I. Oshinsky
54-25 Skillman Ave.
Woodside 77, New York

Kenneth Bechtold
Cedar Grove Public Schools
Cedar Grove, New Jersey

Frederick M. Lehman
P.S. Beech & DeMott Pl.
Wantagh, New York

Anthony Kauth
Elmont Public Sch.
District #16
Elmont, New York

Joseph Murphy
State Dept. of Educ.
Box 2219
Hartford, Conn.

Mr. Pollet
Abraham Lincoln H. S.
Ocean Parkway, Guilder Ave.
Brooklyn 35, New York

Mr. Richard Kunemund
Clarkstown Public Schools
New City, New York

Chapin Day
Caldwell Public Schools
Prospect Street
Caldwell, New Jersey

Robert Schild
Midland and Fifth
Nyack, New York

Mrs. Doris Heacox
22 Barnyard Lane
Levittown, New York

Stanley Applegate
Planedome Rd., School
Manhasset, New York

Farrell Berle
Lawrence High School
195 Broadway
Lawrence, New York

B. Schalkoff
Liberty Ave., H.S.
Hillside, N. J.

Dr. Frank T. Mathews
279 Hamilton Ave.
White Plains, N. Y.

Norman Johnson
176 William St.
Hempstead, N. J.

Walter Reimer
P. R. High School
Pearl River, N. Y.

Joseph M. Fillerup
MSSC Research Ass't.

Julian Page
Essex Fells School
Forest Way
Essex Fells, N. J.

Clint Marantz
R.L.Simpson H.S.
Huntington, New York

Mrs. Kate Miano
133 East 53rd St.
Brooklyn 3, N. Y.

Carl E. Licht
257 Fourth Ave.
Mount Vernon, N. Y.

137 members
Sorrec. members
11 honorary

Metropolitan School Study Council
525 West 120th Street
New York 27, N.Y.

Telephone: UNiversity 5-6000
Extensions 9, 64, 589

October 19, 1955

Membership in the MSSC for the Year 1955-56

Community	Name and Position	Telephone Number
CONNECTICUT		
Greenwich (Havemeyer Bldg)	S. Willard Price, Supt.	Greenwich 8-6600
Stamford (151 Broad St)	Reginald A. Neuwien, Supt.	Stamford 4-4187
NEW JERSEY		
Bloomfield (155 Broad St)	Henry T. Hollingsworth, Supt.	Bloomfield 2-7700
Bound Brook (50 High St)	Ralph P. Gallagher, Supt.	Elliott 6-0799
Caldwell (Prospect St)	Paul H. Axtell, Supt.	Caldwell 6-4400
Cranford (Miln St)	Howard R. Best, Supt.	Cranford 6-2121
Glen Rock (600 Harristown Rd)	Eugene J. Bradford, Supt.	Gilbert 4-0337
Hasbrouck Heights (250 Franklin Ave)	Clarence C. Hitchcock, Supt.	Has. Hts. 8-1282
Hillside (195 Virginia St)	Wayne T. Branom, Supt.	Elizabeth 2-2433
Irvington (1253 Clinton Ave)	Herschel Libby, Supt.	Essex 3-3200
Midland Park (Highland Ave)	Charles Taylor, Supt.	Gilbert 4-0523
Millburn (71 Hobart Ave., Short Hills, N.J.)	Lester Ball, Supt.	Short Hills 7-4000
Montclair (22 Valley Road)	Clarence E. Hinchey, Supt.	Montclair 3-0500
North Plainfield (303 Somerset St)	Thurman H. Bare, Supt.	Plainfield 6-2000
Passaic (189 Columbia Ave)	Clark W. McDermith, Supt.	Prescott 7-5300
Ridgewood (49 Cottage Place)	Robert Jenkins, Supt.	Oliver 2-4460
Somerville (51 W. Cliff St)	John Geissinger, Supt.	Somerville 8-4600
South Orange-Maplewood (219 South Orange Ave., South Orange, N.J.)	Curtis H. Threlkeld, Supt.	So. Orange 2-5600
Tenafly (24 County Rd)	Burt Johnson, Supt.	Englewood 3-6221
Weehawken (Liberty Place)	A. Wallace Gendron, Supt.	Union 7-2243
West Essex District (1060 Broad St., Newark 2, N.J.)	William Twichell, Essex County Supt.	Mitchell 2-7800
Caldwell Township	Elmer Williams, Dist. Prin. (Caldwell Twp. School, R.D. No. 1, Caldwell, N.J.)	
Cedar Grove	Leonard Parks, Supt. (Memorial School, Rugby Road)	
Essex Fells	Albert Grover, Prin. (Essex Fells School, Forest Rd)	
North Caldwell	Charles Dalnodar, Dist. Prin. (North Caldwell School, Gould Avenue)	
Roseland	John Albinson, Prin. (Roseland School, Harrison Ave)	

Community	Name and Position	Telephone Number
NEW YORK		
Ardsley (Westchester Co) (Ardsley High School)	Arthur Silliman, Supt.	Dobbs Ferry 3-5010
Briarcliff (Westchester Co) (Briarcliff High School, Briarcliff Manor, N.Y.)	Edward Moyer, Dist. Prin.	Briarcliff 6-2870
Bronxville (Westchester Co) (Pondfield & Midland Ave)	Howard V. Funk, Supt.	Deerfield 7-5600
Clarkstown (Rockland Co) (New City, N.Y.)	Felix V. Festa, Superv. Prin. New City Junior High School	New City 4-4615
Dobbs Ferry (Westchester Co)	Norman Haweeli, Supt.	Dobbs Ferry 3-0184
Eastchester (Westchester Co) (299 Main St.,Tuckahoe, N.Y.)	Terence C. Donahue, Supt.	Swiftwater 3-6130
Elmont (Nassau Co) (Elmont Rd. School)	Ray L. Lindbloom, Superv. Prin.	Floral Park 4-4917
Floral Park (Nassau Co) (Larch Avenue)	John W. Robertson, Superv.Prin. Floral Park-Bellerose School	Floral Park 4-1656
Garden City (Nassau Co) (61 Hilton Avenue)	McDonald F. Egdorf, Supt.	Pioneer 2-7700
Great Neck (Nassau Co) (345 Lakeville Road)	John L. Miller, Supt.	Hunter 2-8650
Half Hollow Hills (Suffolk Co) (P.O. Box 224, Huntington Station, N.Y.)	William B. Haessig, Superv. Prin. Central Schl Dist. No. 5	Farmingdale 2-4300
Hastings-on-Hudson (Westchester Co)(Hastings High Schl)	Philip Langworthy, Supt.	Hastings 5-7550
Hempstead (Nassau Co) (150 Prospect St)	William A. Kincaid, Supt.	Ivanhoe 1-7770
Huntington (Suffolk Co) (209 E. Main St)	Carl Warren, Supt.	Huntington 4-4518
Lawrence (Nassau Co) (195 Broadway)	Lawrence V. Dodd, Supt.	Cedarhurst 9-1752
Levittown (Nassau Co) (Union Free School Dist. No. 5)	Walter Crewson, Supt.	Levittown 9-6800
Mamaroneck (Westchester Co) (Mamaroneck Ave. School)	T. James Ahern, Supt.	Mamaroneck 9-3800
Manhasset (Nassau Co) (High School, Memorial Place)	Raymond L. Collins, Supt.	Manhasset 7-4400
Mineola (Nassau Co) (200 Emory Road)	Raymond H. Ostrander, Supt.	Pioneer 6-4282
Mount Vernon (Westchester Co) (257 Fourth Ave)	Jordan L. Larson, Supt.	Fairbanks 4-3897
New Hyde Park (Nassau Co) (1950 Hillside Ave)	Merrill L. Colton, Superv.Prin.	Floral Park 2-5754
New Rochelle (Westchester Co) (131 Huguenot St)	Donald K. Phillips, Supt.	New Rochelle 2-9000
Northport (Suffolk Co) (235 Main St)	Charles T. Cowan, Supt.	Northport 3-0750
Nyack (Rockland Co) (South Highland Ave)	K. R. MacCalman, Supt.	Nyack 7-4200

Community	Name and Position	Telephone Number
NEW YORK (continued)		
Oyster Bay (Nassau Co) (Oyster Bay High School)	John M. Lahr, Supt.	Oyster Bay 6-3170
Pearl River (Rockland Co) (Pearl River High School)	Samuel I. Hicks, Supt.	Pearl River 5-4013
Port Washington (Nassau Co) (Administration Bldg., Flower Hill Ave. Ext.)	James A. Hall, Supt.	Port. Wash. 7-2800
Rockville Centre (Nassau Co) (South Side High School)	Herbert F. Johnson, Supt.	Rock.Cent. 4-7701
Roslyn (Nassau Co) (Roslyn High School, Roslyn Heights, N.Y.)	George Bryant, Supt.	Roslyn 3-4900
Rye (Westchester Co) (Rye High School)	W. Wendell Hoover, Supt.	Rye 7-2660
Rye Neck (Westchester Co) (734 E. Boston Post Road, Mamaroneck, N.Y.)	Alvin W. Hicks, Supt.	Mamaroneck 9-4304
Scarsdale (Westchester Co) (High Schl, Brewster Rd)	Archibald Shaw, Supt.	Scarsdale 3-5500
Sewanhaka High School Dist. (Nassau Co) (Floral Park, N.Y.)	R. Lester Springer, Dist.Prin. Harold W. Wright, Principal	Floral Park 4-1500
Spring Valley (Rockland Co) (Ramapo School Dist. No. 2)	Robert Wiley, Supt.	Spg Val. 6-1735
Suffern (Rockland Co) (High School, Hemion Rd)	Lester Rounds, Superv. Prin.	Suffern 5-1950
Tarrytown (Westchester Co) (F.R. Pierson School)	Matthew Gaffney, Supt.	Tarrytown 4-3400
Valley Stream (Nassau Co) (Central High School)	Richard Udall, Dist. Prin.	Val. Str. 5-8642
Wantagh (Nassau Co) (Beech St. & DeMott Place)	William Lawrence, Dist. Prin.	Sunset 5-7320
West Hempstead (Nassau Co) (400 Nassau Blvd)	Homer Smith, Supt.	Ivanhoe 3-7363
White Plains (Westchester Co) (279 Hamilton Ave)	Carroll Johnson, Supt.	Wh. Pl. 6-4200
Woodmere (Nassau Co) (60 Everit Avenue, Hewlett, N.Y.)	Michael Santopolo, Supt.	Franklin 4-0370

NEW YORK CITY		
Bay Ridge (Dists. 36, 37)	Paul A. Kennedy, Asst. Supt., P.S. 140 343 - 60th St., Brooklyn 20, N.Y.	Gedney 9-7290
Jr. H.S. 259	William McKinley Jr. High School 7301 Ft. Hamilton Pkwy, Brooklyn 28, N.Y. Milton Salit, Principal	
P.S. 104	Fort Hamilton 9115 Fifth Avenue, Brooklyn 9, N.Y. Katherine M. Connell, Principal	

NEW YORK CITY

Bay Ridge (continued)

P.S. 127	McKinley Park 7th Ave., 78th & 79th Sts., Brooklyn 9, N.Y. Eugenia C. Sands, Principal	
P.S. 170	Lexington 7109 Sixth Avenue, Brooklyn 9, N.Y. Julia Philippson, Principal	
P.S. 185	Ridge Boulevard Ridge Boulevard, 86th-87th Sts., Bklyn 9, N.Y. May Schindele, Principal	
	*Bay Ridge High School Fourth Ave. & 67th St., Bklyn 20, N.Y. Elizabeth T. Fitzpatrick, Principal	Shore Road 8-0204
Bronx Park (Dists. 23, 24)	Joseph O. Loretan, Asst. Supt., P.S. 102 1827 Archer St., Bronx 60, N.Y.	Talmadge 8-6730
P.S. 12	West Chester 2550 Frisby Avenue, Bronx 61, N.Y. Edward Sheridan, Principal	
P.S. 34	Van Nest 1830 Amethyst St., Bronx 60, N.Y. Alice Chaffee, Principal	
P.S. 83	Rhinelander Avenue 950 Rhinelander Ave., Bronx 60, N.Y. Theresa Rabow, Principal	
P.S. 89	Mace Avenue 980 Mace Ave., Bronx 67, N.Y. Gertrude Murphy, Principal	
P.S. 96	Waring Avenue 650 Waring Avenue, Bronx 67, N.Y. Louis Lipschitz, Principal	
P.S. 97	Fish Avenue Mace, Fish, & Seymour Aves., Bronx 67, N.Y. John Murphy, Principal	
P.S. 102	Archer Street 1827 Archer Street, Bronx 60, N.Y. Vera Molony, Principal	

*Although listed here as part of a Community, High Schools in New York City are not administratively associated with the Assistant Superintendent of the Community.

NEW YORK CITY

Bronx Park (continued)

P.S. 105	Brady Avenue Brady and Cruger Avenues, Bronx 60, N.Y. Mary Halleron, Principal	
P.S. 106	St. Raymond Avenue St. Raymond Ave. & Odell St., Bronx 61, N.Y. Florence Shulman, Principal	
P.S. 108	Neill Avenue Neill, Yates & Hering Aves., Bronx 61, N.Y. Anna McDade, Principal	
P.S. 127	Castle Hill St. Raymond & Castle Hill Aves., Bronx, N.Y. Margaret Bible, Principal	
	*Christopher Columbus High School Astor and Colden Aves., Bronx 67, N.Y. Edwin Brown, Acting Principal	Kingsbridge 7-6400
Bryant Park (Dists. 45, 46)	Max Gewirtz, Asst. Supt., P.S. 11 54-25 Skillman Avenue, Woodside 77, N.Y.	Defender 5-8600
P.S. 6	The John H. Thiry 31-36 Steinway St., Long Island City 3, N.Y. Harold LeComte, Principal	
Jr. H.S. 10	Horace Greeley Jr. High School 31st Ave. Bet. 45th & 46th Sts., Long Island City 3, N.Y. Frank Reh, Principal	
P.S. 11	Woodside 54-25 Skillman Ave., Woodside 77, N.Y. Evangeline McGlynn, Principal	
P.S. 70	42nd Street 30-45 42nd Street, Long Island City 3, N.Y. Elihu Oshinsky, Principal	
P.S. 84	Steinway 22-45 41st Street, Long Island City 5, N.Y. Samuel Yellen, Principal	
Jr. H.S. 125	The Woodside Jr. High School 47th St. & 47th Avenue, Woodside 77, N.Y. Raphael C. Dooley, Principal	
P.S. 150	43rd Avenue 43rd Ave. & 40th St., Long Island City 4, N.Y. David Price, Principal	

NEW YORK CITY

Bryant Park (continued)

P.S. 151	31st Avenue 31st Ave. & 50th St., Woodside 77, N.Y. Charles Silverberg, Principal	
P.S. 152	62nd Street 62nd St., South of Northern Blvd, Woodside 77, N.Y. Edward Scalea, Principal	
P.S. 199	Maurice A. Fitzgerald School 48th Ave. & 39th St., Sunnyside, N.Y. Leon Aronson, Principal	
	*William Cullen Bryant High School 48th St. & 31st Ave., Long Island City 3, N.Y. Walter H. Wolff, Principal	Astoria 8-6410
Canarsie (Dists. 41, 42)	Thomas F. Nevins, Asst. Supt., P.S. 268 133 East 53rd St., Brooklyn 3, N.Y.	President 3-3402
P.S. 114	Ryder School 1077 Remsen Ave., Brooklyn 36, N.Y. Harry C. Bricker, Principal	
P.S. 115	Canarsie School, E. 92nd St. at Ave. M, Bklyn 36, N.Y. Alvin Broido, Principal	
P.S. 242	Flatlands Ave. & East 100th St., Bklyn 36, N.Y. Florence D. Hoffman, Principal	
Central Park West (Dists. 6, 8)	Benjamin Greenberg, Asst. Supt., P.S. 75 300 West 96th St., N.Y. 25, N.Y.	University 4-6570
Jr. H.S. 118	Joan of Arc 154 West 93rd St., N.Y. 25, N.Y. Stella Sweeting, Principal	
P.S. 75	Emily Dickinson 735 West End Avenue, N.Y. 25, N.Y. Dirck Stamler, Principal	
P.S. 93	203 West 93rd St., N.Y.25, N.Y. Barish Spergel, Principal	
P.S. 166	132 West 89th St., N.Y. 24, N.Y. Pearl Shutman, Principal	

NEW YORK CITY

Ocean Front (Dists. 35, 40)	Isabelle F. Forst, Asst. Supt., P.S. 246 Veronica Place & Snyder Ave., Bklyn 26, N.Y.	Buckminister 2-1550
P.S. 100	Coney Island 2951 W. Third St., Bklyn 24, N.Y. Moe Deutsch, Principal	
P.S. 195	Jaffray Street 138 Jaffray Street, Bklyn 29, N.Y. Eleanor Harrington, Principal	
P.S. 225	Ocean View Avenue 1075 Ocean View Ave., Bklyn 24, N.Y. Louis Samet, Principal	
P.S. 253	Brighton 6th Street Oceanview Ave. & Brighton 6th St., Bklyn 24, N.Y. Jacob Rubenstein, Principal	
	*Abraham Lincoln High School Ocean Parkway & West Ave., Bklyn 35, N.Y. Abraham H. Lass, Principal	Esplanade 2-5474
Ocean Front (Dists. 38, 39)	Anna L. McNamara, Asst. Supt., P.S. 80 2830 W. 17th St., Bklyn 24, N.Y.	Coney Island 6-3176
Jr. H.S. 239	Mark Twain Jr. High School Neptune Ave. & West 24th St., Bklyn 24, N.Y. Abraham Sonenfeld, Principal	
P.S. 80	Neptune 2830 West 17th St., Bklyn 24, N.Y. Herbert Slote, Principal	
P.S. 188	Neptune Avenue 3314 Neptune Avenue, Bklyn 24, N.Y. Michael Kaplan, Principal	
Riverdale-Kingsbridge (Dists. 21, 22)	Johanna M. Hopkins, Asst. Supt., P.S. 92 700 E. 179th St., Bronx 57, N.Y.	Tremont 8-0744
P.S. 7	The Kingsbridge Kingsbridge Ave. & W. 232nd St., Bronx 63, N.Y. Carmela Nesi, Principal	
P.S. 24	Spuyten Duyvil Independence Ave. & W. 235th St., Bronx, N.Y. Anna Gallagher, Principal	
P.S. 33	Timothy Dwight 2424 Jerome Avenue, Bronx 68, N.Y. David L. Chernow, Principal	

NEW YORK CITY

Riverdale-Kingsbridge (continued)

P.S. 86	W. 195th St. & Reservoir Ave., Bronx 68, N.Y. Charles L. Klein, Principal	
P.S. 122	Marble Hill W. Kingsbridge Rd. & Heath Ave., Bronx, N.Y. Abraham Brown, Principal	
	*Bronx High School of Science 120 East 184th St., Bronx 68, N.Y. Morris Meister, Principal	Cypress 5-0200
Tremont (Dists. 18,19,20)	Abraham Ehrenfeld, Asst. Supt., P.S. 58 176th St. & Washington Ave., Bronx 57, N.Y.	Tremont 8-5227
Jr. H.S. 82	Macombs Jr. High School Macombs Road & 176th St., Bronx 53, N.Y. Harry Flaum, Principal	
Jr. H.S. 117	Wade Jr. High School E. 176th St. & Morris, Bronx 53, N.Y. Eleanor Halpin, Acting Principal	
P.S. 11	Highbridge 1257 Ogden Ave., Bronx 52, N.Y. William N. Sternberg, Principal	
P.S. 28	Mount Hope 1861 Anthony Ave., Bronx 57, N.Y. Susannah Schofield, Principal	
P.S. 64	Walton Avenue 1425 Walton Ave., Bronx 52, N.Y. Monroe L. Eisenberg, Principal	
P.S. 70	East 173rd & 174th Sts., Near Weeks Ave. Bronx 57, N.Y. Morris Scherer, Principal	
P.S. 88	Sheridan Avenue 1340 Sheridan Ave., Bronx 56, N.Y. Helen Massey, Principal	
P.S. 104	Shakespeare Avenue 1449 Shakespeare Ave., Bronx 52, N.Y. Mary Mahon, Principal	
P.S. 109	Popham Avenue 1771 Popham Ave., Bronx 53, N.Y. Mary J. Murray, Principal	
	*William Howard Taft High School 240 East 172nd St., Bronx 57, N.Y. Hortense Levisohn, Principal	Cypress 3-7200

ASSOCIATE MEMBERS

Buffalo, New York (City Hall)	Parmer Ewing, Superintendent
Cumberland, Maryland (108 Washington St.)	Ralph Webster, Superintendent
Midland, Michigan (201 East Grove St.)	Ernest R. Britton, Superintendent
Oklahoma City, Okla. (2317 N. Western)	J. Chester Swanson, Superintendent
Wilmington, Delaware (511 West 8th St.)	Ward I. Miller, Superintendent

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State Department of Education, Hartford, Conn.

Connecticut Council Representative:
Maurice J. Ross, Chief, Bureau of Research and Statistics
State Department of Education, Hartford, Conn.

NEW JERSEY - Frederick M. Raubinger, Commissioner of Education — Export 2-2131
State Department of Education, Trenton 8, N.J.

New Jersey Council Representative:
Frank Stover, Assistant Commission of Education
State Department of Education, Trenton 8, N.J.

NEW YORK - James E. Allen, Commissioner of Education — Albany 6-22641
State Education Building, Albany 1, N.Y.

New York Council Representative:
Warren Knox, Assistant Commissioner of Education
State Education Building, Albany 1, N.Y.

NEW YORK CITY - William Jansen, Superintendent of Schools — Ulster 8-1000
110 Livingston Street, Brooklyn 1, N.Y.

MSSC Coordinators for New York City Communities:
C. Frederick Pertsch, Associate Superintendent
Florence Beaumont, Associate Superintendent
110 Livingston Street, Brooklyn 1, N.Y.

TEACHERS COLLEGE - William F. Russell, President Emeritus — University 5-6000
Hollis L. Caswell, President
Teachers College, Columbia University
New York 27, N.Y.

BOSTON UNIVERSITY

School of Public Relations and Communications • 84 Exeter Street • Boston 16 Massachusetts

April 6, 1956

As an associate member of the Metropolitan School Study Council, and more particularly as a professional educator, you are undoubtedly attempting to keep fully informed on the progress that is being made in the field of educational television, in both areas of on-the-air programs and closed-circuit teaching techniques. For this reason, we believe you may well be interested in the activities of the national professional association which is concerned with these matters.

The Association for Education by Radio-Television, founded 17 years ago, is a non-profit educational organization incorporated under the laws of the State of Illinois and dedicated to both the utilization and evaluation of educational radio and television materials, both in the commercial and non-commercial industries. As stated in its constitution, the broad purpose of the Association is to "extend and improve the educational use of radio and TV."

AERT membership is nation-wide and includes teachers and administrators on all levels of education, commercial broadcasters, religious broadcasters, civic leaders, parents, and representatives of many leading community groups.

The advantages of membership in AERT are many. They include the following:

AERT publishes its monthly Journal during the academic year. The Journal contains stimulating articles on a diverse number of topics including areas of communication theory, practical program and promotional ideas, helpful how-to-do-it and how-to-find-it suggestions, as well as reports on listener's councils and similar evaluational activities.

AERT serves as one of the sponsors of the National Tape Recording Catalog and Re-recording Service, a project set up in cooperation with the Department of Audio-Visual Instruction of the National Education Association.

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April 6, 1956

As a member of the Television Utilization Committee of the Metropolitan School Study Council, you are undoubtedly attempting to keep fully informed on the progress that is being made in the field of educational television, in both areas of on-the-air programs and closed-circuit teaching techniques. For this reason, we believe that you may well be interested in the activities of the national professional association which is concerned with these matters.

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AERT membership is nation-wide and includes teachers and administrators on all levels of education, commercial broadcasters, religious broadcasters, civic leaders, parents, and representatives of many leading community groups.

The advantages of membership in AERT are many. They include the following:

AERT publishes its monthly Journal during the academic year. The Journal contains stimulating articles on a diverse number of topics including areas of communication theory, practical program and promotional ideas, helpful how-to-do-it and how-to-find-it suggestions, as well as reports on listener's councils and similar evaluational activities.

AERT serves as one of the sponsors of the National Tape Recording Catalog and Re-recording Service, a project set up in cooperation with the Department of Audio-Visual Instruction of the National Education Association.

AERT holds an annual national convention in conjunction with the Institute for Education by Radio and Television at Ohio State University, Columbus, Ohio. In addition to the Institute's three day conference, AERT presents a stimulating one day program of its own.

AERT is one of the organizations which sponsors the Joint Committee on Educational Television. In this way, AERT endorses JCET activities which have to do with trends, statistics, developments across the nation in the establishment of stations, scheduling workshops, engineering and program developments, and so on in the ETV field.

A membership in AERT carries with it the privilege of voting in elections, participating in committee work, and holding office in the Association.

A membership in AERT offers the opportunity of joining with other AERT members throughout the United States to advance the cause of educational radio and television.

Because of your participation in the activities of the Metropolitan School Study Council and because the Council has displayed an active interest in educational TV, we feel that you and the organization you represent might wish to participate in the activities of AERT, also. I am enclosing a copy of our standard membership blank.

I am sure that you would find that a membership in AERT would provide you with both services and materials which would be of great use in your work. We feel that expanded support of AERT will be rewarded in the future significance of the Association in the field of educational radio and television.

If I can be of service to you by providing you with any further information on the aims, plans, and activities of the Association, won't you please let me know?

Sincerely,

John Adams Rourke

John Adams Rourke
National Membership Chairman
AERT

JAR:le
Encs.

POTENTIAL AERT MEMBERS - NOVEMBER, 1955

HEADS OF DEPARTMENTS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION ONE - NORTHEASTERN: Maine, Vermont, New Hampshire, Massachusetts, New Jersey, Rhode Island, Connecticut, New York, Pennsylvania and Delaware.

Robert du Four
Director of Radio and TV
Hillyer College
Hartford, Connecticut

Thomas B. Pegg
Director of Radio and TV
University of Delaware
Newark, Delaware

Charles Dudley
Director of Radio and TV
Emerson College
Boston, Massachusetts

Carleton E. Tucker
Director of Radio and TV
Massachusetts Institute of Technology
Cambridge, Massachusetts

Arthur Niedeck
Director of Radio and TV
University of Massachusetts
Amherst, Massachusetts

George Bennos
Director of Radio and TV
Staley College
Brookline, Massachusetts

Mary Lou Plugge
Director of Radio and TV
Adelphi College
Garden City, New York

Earl H. Ryan
Director of Radio and TV
City College of New York
New York, New York

Geraldine E. Quinlan
Director of Radio and TV
Elmira College
Elmira, New York

Robert Earle
Director of Radio and TV
Ithaca College
Ithaca, New York

Mrs. Margaret M. Sheahan
Director of Radio and TV
Marymount College for Women
New York, New York

Mother Margaret
Director of Radio and TV
College of New Rochelle
New Rochelle, New York

Ralph Smith
Director of Radio and TV
State University of New York
College for Teachers
Buffalo, New York

Solomon Simonson
Director of Radio and TV
State University of New York
Teachers College
Fredonia, New York

Robert Sinclair
Director of Radio and TV
State University of New York
Teachers College
Geneseo, New York

Joseph Elfenbein
Director of Radio and TV
State University of New York
Teachers College
Oneonta, New York

Charles A. Siepmann
Director of Radio and TV
New York University
School of Education
New York, New York

Robert S. Emerson
Director of Radio and TV
New York University
Washington Square College of Arts
New York, New York

Giraud Chester
Director of Radio and TV
Queens College
Flushing, New York

Harold Fezer
Director of Radio and TV
R.C.A. Institutes, Inc.
New York, New York

H.D. Harris
Director of Radio and TV
Rensselaer Polytechnic Institute
Troy, New York

Armin Bender
Director of Radio and TV
University of Rochester
University School
Rochester, New York

Russell J. Jandoli
Director of Radio and TV
St. Bonaventure University
St. Bonaventure, New York

Roger Piahl
Director of Radio and TV
St. Lawrence University
Canton, New York

George H. Miller
Director of Radio and TV
Utica College
Utica, New York

William F. Walton
Director of Radio and TV
Allegheny College
Meadville, Pennsylvania

Robert M. Ewing
Director of Radio and TV
Bucknell University
Lewisburg, Pennsylvania

Lionel Poulton
Director of Radio and TV
Carnegie Institute of Technology
Pittsburgh, Pennsylvania

Sister Josephine Posarii
Director of Radio and TV
Chestnut Hill College
Philadelphia, Pennsylvania

B. Kendall Crane
Director of Radio and TV
Duquesne University
Pittsburgh, Pennsylvania

Mary Mac Niven
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Grove City College
Grove City, Pennsylvania

Sister Joseph Marie
Immaculata College
Immaculata, Pennsylvania

David Woods
Director of Radio and TV
Lehigh University
Bethlehem, Pennsylvania

Rebekah Sheaffer
Director of Radio and TV
Millersville State Teachers College
Millersville, Pennsylvania

Margaret Boyd
Director of Radio and TV
Pennsylvania State Teachers College
Clarion, Pennsylvania

Harold Nelson
Director of Radio and TV
Pennsylvania State University
State College, Pennsylvania

J.C. Gruber
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University of Pennsylvania
Philadelphia, Pennsylvania

William S. Tacey
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University of Pittsburgh
Pittsburgh, Pennsylvania

Abigail Boardman
Director of Radio and TV
State Teachers College
Indiana, Pennsylvania

Janette Burns
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State Teachers College
Slippery Rock, Pennsylvania

David E. Ferrin
Director of Radio and TV
Providence-Barrington Bible College
Providence, Rhode Island

Rev. Edward B. Halton
Director of Radio and TV
Providence College
Providence, Rhode Island

POTENTIAL AERT MEMBERS - NOVEMBER, 1955

HEADS OF DEPARTMENTS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION TWO - SOUTHEASTERN: Maryland, West Virginia, North Carolina, Kentucky, South Carolina, Tennessee, Georgia, Alabama, Florida, Mississippi, Louisiana, District of Columbia, Virginia.

Willett M. Kempton
Department of Communications
American University
Washington, D.C.

Albert Preisman
Director of Radio and TV
Capitol Radio Engineering Institute
Washington, D.C.

Edwin L. Stevens
Director of Radio and TV
George Washington University
Washington, D.C.

Warren K. Sherman
Director of Radio and TV
Howard University
Washington, D.C.

Rae O. Weimer
Director of Radio and TV
University of Florida
Gainseville, Florida

John E. Drewry
Director of Radio and TV
Journalism School
University of Georgia
Athens, Georgia

Mrs. Harriet S. Gregory
Director of Radio and TV
Wesleyan College
Macon, Georgia

Daniel W. Mullin
Director of Radio and TV
Tulane University
New Orleans, Louisiana

Clarence T. De Haven
Director of Radio and TV
Baltimore Junior College
Baltimore, Maryland

Donald H. Kirkley
Director of Radio and TV
University of Baltimore
Baltimore, Maryland

A.C. Lamb
Director of Radio and TV
Morgan State College
Baltimore, Maryland

H. B. Todd
Mississippi College
Clinton, Mississippi

Frank T. Lewis
Director of Radio and TV
Mississippi Southern College
Hattiesburg, Mississippi

Harvey Cromwell
Director of Radio and TV
Mississippi College for Women
Columbus, Mississippi

Gilbert Rau
Director of Radio and TV
Central Missouri State College
Warrensburg, Missouri

H.B. Blackwell
Director of Radio and TV
University of Kentucky
Louisville, Kentucky

W.E. Blackburn
Director of Radio and TV
Murray State College
Murray. Kentucky

Clinton Bradford
Director of Radio and TV
Louisiana State University
Baton Rouge, Louisiana

Wayne Bundy
Director of Radio and TV
Louisiana Polytechnic Institute
Ruston, Louisiana

James Parkerson
Director of Radio and TV
Northeast Louisiana State College
Monroe, Louisiana

J.L. Murry
Director of Radio and TV
Southern University A. and M. College
Baton Rouge, Louisiana

Albert L. Capuder
Director of Radio and TV
Southwestern Louisiana Institute
Lafayette, Louisiana

Melvin E. Wooten
Director of Radio and TV
Asheville-Biltmore College
Asheville, North Carolina

Paul J. Ritter
Director of Radio and TV
Western Carolina College
Cullowhee, North Carolina

Robert E. Pratt
Bob Jones University
Greenville, South Carolina

J.T. Long
Director of Radio and TV
Clemson Agricultural College
Clemson, South Carolina

David Moss
Director of Radio and TV
Lander College
Greenwood, South Carolina

Paul Haigne
Director of Radio and TV
Carson Newman College
Jefferson City, Tennessee

Harold Frank
East Tennessee State College
Johnson City, Tennessee

William Kearney
Director of Radio and TV
Hampton Institute
Hampton, Virginia

William N. Cooper
Director of Radio and TV
Virginia State College
Peterburg, Virginia

George P. Wilson, Jr.
Director of Radio and TV
University of Virginia
Charlottsville, Virginia

J. Paxton Davis
Director of Radio and TV
Washington and Lee University
Lexington, Virginia

Jeff Miller
College of William and Mary
Williamsburg, Virginia

Frank Stein
Director of Radio and TV
Concord College
Athens, West Virginia

George H. Turley
Director of Radio and TV
Fairmont State College
Fairmont, West Virginia

Evelyn Anderson
Director of Radio and TV
West Virginia University
Morgantown, West Virginia

POTENTIAL AERT MEMBERS - NOVEMBER, 1955

HEADS OF DEPARTMENTS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION THREE - GREAT LAKES: Minnesota, Iowa, Missouri, Indiana, Illinois, Michigan, Ohio, Wisconsin

Theodor Le Vander
Director of Radio and TV
Augustana College
Rock Island, Illinois

Mr. Vanderhayden
Director of Radio and TV
Bradley University
Peoria, Illinois

Daniel D. Howard
Director of Radio and TV
Columbia College
Chicago, Illinois

Elbert R. Moses, Jr.
Director of Radio and TV
Eastern Illinois State College
Charleston, Illinois

William B. Brentlinger
Director of Radio and TV
Greenville College
Greenville, Illinois

Edwin R. Whitehead
Director of Radio and TV
Illinois Institute of Technology
Chicago, Illinois

Ruth Yates
Director of Radio and TV
Illinois State Normal University
Normal, Illinois

William T. Beadles, Dean
Illinois Wesleyan University
Bloomington, Illinois

Edith M. Mc Nabb
Director of Radio and TV
Milliken University
Decatur, Illinois

Baskett Mossee
Medill School of Journalism
Northwestern University
Evanston, Illinois

Robert Thompson
Director of Radio and TV
Rosary College
River Forest, Illinois

Sister M. La Verne
Director of Radio and TV
College of St. Francis
Joliet, Illinois

A. Roberts
Director of Radio and TV
Western Illinois State College
Macomb, Illinois

Clarence Nystrom
Director of Radio and TV
Wheaton College
Wheaton, Illinois

R.J. Robbins
Director of Radio and TV
Ball State Teachers College
Muncie, Indiana

Robert L. Montgomery
Director of Radio and TV
Butler University
Indianapolis, Indiana

Clarence M. Morgan
Director of Radio and TV
Indiana State Teachers College
Terre Haute, Indiana

Laura Emerson
Director of Radio and TV
Marion College
Marion, Indiana

Jerome A. Fallon
Director of Radio and TV
University of Notre Dame
South Bend, Indiana

John Henderson
Director of Radio and TV
Purdue University
Lafayette, Indiana

Sister Mary Olive
Saint Mary-of-the-Woods College
Saint Mary-of-the-Woods, Indiana

Leland S. Ax
Director of Radio and TV
Tri-State College
Angola, Indiana

J.B. Hershman
Director of Radio and TV
Valparaiso Technical Institute
Valparaiso, Indiana

Sister Mary Xavier
Director of Radio and TV
Clarke College
Dubuque, Iowa

Kenneth Crider
Director of Radio and TV
Coe College
Cedar Rapids, Iowa

Robert C. Jeffrey
Director of Radio and TV
Cornell College
Mount Vernon, Iowa

Edward J. Thorne
Director of Radio and TV
University of Dubuque
Dubuque, Iowa

Herbert Prescott
Director of Radio and TV
Grinnell College
Grinnell, Iowa

Herbert V. Hake
Director of Radio and TV
Iowa State Teachers College
Cedar Falls, Iowa

Orville Hitchcock
Director of Radio and TV
University of Iowa
Iowa City, Iowa

J. Raymond Chadwick
Director of Radio and TV
Iowa Wesleyan College
Mount Pleasant, Iowa

Leslie G. Rude
Director of Radio and TV
Luther College
Decorah, Iowa

T.W. Hile
Director of Radio and TV
Morningside College
Sioux City, Iowa

Rev. Charles Shepler
Director of Radio and TV
St. Ambrose College
Davenport, Iowa

Milward T. Rodine
Director of Radio and TV
Gustavus Adolphus College
St. Peter, Minnesota

Marceline Erickson
Mankato State Teachers College
Mankato, Minnesota

Harold Haskell
Director of Radio and TV
Minnesota Bible College
Minneapolis, Minnesota

Donald Stubbs
Director of Radio and TV
College of St. Catherine
St. Paul, Minnesota

E.W. Winters
Director of Radio and TV
State Teachers College
Bemidji, Minnesota

Catherine Cater
Director of Radio and TV
State Teachers College
Moorhead, Minnesota

Robert H. Wick
Director of Radio and TV
State Teachers College
St. Cloud, Minnesota

Gilbert Rau
Director of Radio and TV
Central Missouri State College
Warrensburg, Missouri

M. Beryl Buckley
Director of Radio and TV
Conservatory of Music of Kansas City
Kansas City, Missouri

Martha Mae Boyer
Director of Radio and TV
Lindenwood College
St. Charles, Missouri

Willis H. Reals
Director of Radio and TV
Washington University
St. Louis, Missouri

Neal Balanoff
Director of Radio and TV
University of Akron
Akron, Ohio

Sidney Stone
Director of Radio and TV
Bolling Green University
Bolling Green, Ohio

J.R. Martin
Director of Radio and TV
Case Institute of Technology
Cleveland, Ohio

Sister M. Howard
Director of Radio and TV
Our Lady of Cincinnati College
Cincinnati, Ohio

William L. Hall
Director of Radio and TV
Denison University
Granville, Ohio

Walton D. Clarke
Kent State University
Kent, Ohio

Stephen C. Hathaway
Director of Radio and TV
Miami University
Oxford, Ohio

Vincent Jukes
Director of Radio and TV
Ohio University
Athens, Ohio

Stuart A. Postle, Jr.
Director of Radio and TV
Ohio Wesleyan University
Delaware, Ohio

Mrs. Norma F. Stolzenbach
Director of Radio and TV
University of Toledo
Toledo, Ohio

Ruth C. Duncan
Director of Radio and TV
Western College for Women
Oxford, Ohio

Robert Stewart
Director of Radio and TV
Western Reserve University
Cleveland, Ohio

Winford B. Logan
Director of Radio and TV
The College of Wooster
Wooster, Ohio

W.M. Foley
Director of Radio and TV
Youngstown College
Youngstown, Ohio

Ruane Hill
Director of Radio and TV
Beloit College
Beloit, Wisconsin

Joseph M. Stoudacher
Marquette University
Milwaukee, Wisconsin

Lee J. Dudek
Director of Radio and TV
St. Norbert College
De Pere, Wisconsin

Phil Ruehl
Director of Radio and TV
Stout Institute
Menomonie, Wisconsin

Robert S. Lewis
Director of Radio and TV
Wisconsin State College
Stephens Point, Wisconsin

Jack Vrieze
Director of Radio and TV
Wisconsin State College
Whitewater, Wisconsin.

POTENTIAL AERT MEMBERS - NOVEMBER, 1955

HEADS OF DEPARTMENTS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION FOUR - WEST CENTRAL: North Dakota, South Dakota, Nebraska, Kansas, Wyoming, Colorado.

Ruth J. Wattles
Director of Radio and TV
Colorado A. and M. College
Fort Collins, Colorado

Woodson Tyres
Director of Radio and TV
Colorado College
Colorado Springs, Colorado

B.A. Gessner, Dean
Baker University
Baldwin, Kansas

Jack Heather
Director of Radio and TV
Fort Hays State College
Fort Hays, Kansas

Roland E. Fenz
Director of Radio and TV
Kansas State Teachers College
Pittsburg, Kansas

Ruth Lathrop
Director of Radio and TV
Ottawa University
Ottawa, Kansas

Helen Graham
Director of Radio and TV
Southwestern College
Winfield, Kansas

George D. Goodrich
Director of Radio and TV
Municipal University of Wichita
Wichita, Kansas

Frank T. Mc Cann
Director of Radio and TV
Creighton University
Omaha, Nebraska

Mother Vera Rogers
Director of Radio and Tv
Duchesne College
Omaha, Nebraska

Don Johannes
Director of Radio and TV
Norfolk Junior College
Norfolk, Nebraska

Bruce A. Linton
Director of Radio and TV
University of Omaha
Omaha, Nebraska

V.G. Logan
Director of Radio and TV
Union College
Lincoln, Nebraska

Frederick G. Walsh
Director of Radio and TV
North Dakota Agricultural College
Fargo, North Dakota

John S. Penn
Director of Radio and TV
University of North Dakota
Grand Forks, North Dakota

Clara Chilson
Director of Radio and TV
Augustana College
Sioux Falls, South Dakota

H.C. Larson
Director of Radio and TV
[illegible] Teachers College
[illegible]

William R. Dodge
Director of Radio and TV
Northern State Teachers College
Aberdeen, South Dakota

Paul Roten
Director of Radio and TV
Sioux Falls College
Sioux Falls, South Dakota

Richard Haislet, Jr.
Director of Radio and TV
South Dakota State A. and M. College
College Station, South Dakota

Edward J. Slack
Director of Radio and TV
University of South Dakota
Vermillion, South Dakota

R.R. Dunham
Director of Radio and TV
University of Wyoming
Laramie, Wyoming

POTENTIAL AERT MEMBERS - NOVEMBER, 1955

HEADS OF DEPARTMENTS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION FIVE - PACIFIC NORTHWEST: Washington, Oregon, Idaho, Montana, Alaska

Roy E. Christenson
Director of Radio and TV
Idaho State College
Pocatello, Idaho

Aaron A. Roylance
Director of Radio and TV
Ricks College
Roxbury, Idaho

Jack Lindsay
Director of Radio and TV
College of Great Falls
Great Falls, Montana

James L. Duderstadt
Director of Radio and TV
Montana State College
Bozeman, Montana

Stanley M. Teel
Director of Radio and TV
Montana State University
Missoula, Montana

Cornelius A. Sobin
Director of Radio and TV
Lewis and Clark College
Portland, Oregon

James Morris
Director of Radio and TV
Oregon State College
Corvallis, Oregon

E.A. Kretsinger
Director of Radio and TV
University of Oregon
Eugene, Oregon

Fred Scheller
Director of Radio and TV
Pacific University
Forest Grove, Oregon

Paul E. Ouelette
Director of Radio and TV
University of Portland
Portland, Oregon

Elliott Mac Cracken
Director of Radio and TV
Southern Oregon College of Education
Ashland, Oregon

Dean Graumke
Director of Radio and TV
Willamette University
Salem, Oregon

E. Allyn Thompson
Director of Radio and TV
Central Washington College of Education
Ellenburg, Washington

Daphne Dodds
Director of Radio and TV
Eastern Washington College of Education
Cheney, Washington

L.W. Brewster
Director of Radio and TV
Western Washington College of Education
Bellingham, Washington

Virginia E. Lindeman
Director of Radio and TV
University of Alaska
College, Alaska

POTENTIAL AERT MEMBERS - NOVEMBER, 1955

HEADS OF DEPARTMENTS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION SIX - PACIFIC SOUTHWEST: California, Arizona, Nevada, Utah, Hawaii

Ben C. Markland
Director of Radio and TV
University of Arizona
Tucson, Arizona

Gilbert Mills
Director of Radio and TV
Phoenix College
Phoenix, Arizona

Gordon R. Larson
Director of Radio and TV
Berkeley Baptist Divinity School
Berkeley, California

William Ladd
Director of Radio and TV
Humboldt State College
Arcata, California

Julia Crary
Director of Radio and TV
Los Angeles City College
Los Angeles, California

Louis G. Gardemal
Director of Radio and TV
Los Angeles State College of
Applied Arts and Sciences
Los Angeles, California

J. Richard Bietry
Director of Radio and TV
East Los Angeles Junior College
Los Angeles, California

Raymond Mickelson
Director of Radio and TV
Orange Coast College
Costa Mesa, California

T.W. Benedict
Director of Radio and TV
Pacific Union College
Angwin, California

J.H. Jackson
Director of Radio and TV
Pasadena College
Pasadena, California

R.I. Guy
Director of Radio and TV
San Jose State College
San Jose, California

Ernest Boyer
Director of Radio and TV
Upland College
Upland, California

George Stoughton
Director of Radio and TV
Whittier College
Whittier, California

Jim H. Ludlow
Director of Radio and TV
Brigham Young University
Provo, Utah

Elmo Geary
Director of Radio and TV
Carbon College
Price Utah

Chester F. Caton
Director of Radio and TV
University of Hawaii
Honolulu, Hawaii

POTENTIAL AERT MEMBERS - NOVEMBER, 1955

HEADS OF DEPARTMENTS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION SEVEN - SOUTHWESTERN: Oklahoma, Texas, New Mexico, Arkansas

Leona Scott
Director of Radio and TV
Arkansas State Teachers College
Conway, Arkansas

Norman De Marco
Director of Radio and TV
University of Arkansas
Fayetteville, Arkansas

Ralph C. Kennedy
Director of Radio and TV
John Brown University
Siloam Springs, Arkansas

Arthur E. Prosper
Director of Radio and TV
Southern State College
Magnolia, Arkansas

Q.G. Burris
Director of Radio and TV
New Mexico Highlands University
Las Vegas, New Mexico

John Woodward
Director of Radio and TV
Oklahoma A. and M. College
Stillwater, Oklahoma

William F. Cope
Director of Radio and TV
Oklahoma College for Women
Chickasha, Oklahoma

Valgene Littlefield
Director of Radio and TV
Panhandle A. and M. College
Goodwill, Oklahoma

James O. Costy
Director of Radio and TV
Texas Christian University
Fort Worth, Texas

Robert F. Schenken
Director of Radio and TV
University of Texas
Austin, Texas

Martin W. Landers
Director of Radio and TV
Wayland College
Plainview, Texas

R.L. Slaughter
Director of Radio and TV
Arlington State College
Arlington, Texas

George Stokes
Director of Radio and TV
Baylor University
Waco, Texas

J. Rex Wier
Director of Radio and TV
North Texas State College
Denton, Texas

William J. Hamm
Director of Radio and TV
St. Mary's University
San Antonio, Texas

H. Kidd
Director of Radio and TV
Texas A. and M. College
College Station, Texas

POTENTIAL AERT MEMBERS DECEMBER, 1955

STAFFS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION ONE

NORTHEASTERN

Norbert Rodeman
Assistant Professor of Speech
Queens College
Flushing, New York

Paul Krakowski
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Duquesne University
Pittsburgh, Pennsylvania

Bonnie Hawthorne
Instructor of Speech
Brooklyn College
Brooklyn, New York

Paul Williams
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Brooklyn College
Brooklyn, New York

Lawrence P. Myers, Jr.
Instructor of Radio and T.V.
Syracuse University
Syracuse, New York

Norman B. Ross
Instructor of Radio and T.V.
Syracuse University
Syracuse, New York

Arthur F. Weld, Jr.
Assistant Professor of Radio
and Television
Syracuse University
Syracuse, New York

Delwin B. Dusenbury
Assistant Professor of Radio
and Television
Temple University
Philadelphia, Pennsylvania

William Seibel
Instructor of Radio and T.V.
Temple University
Philadelphia, Pennsylvania

John Ulrich
Assistant Professor of Speech
University of Pittsburgh
Pittsburgh, Pennsylvania

Robert S. Albert
Assistant Professor of Communications
Boston University
Boston, Massachusetts

Milan D. Barnes
Assistant Professor of Communications
Boston University
Boston, Massachusetts

Victor Best
Assistant Professor of Communications
Boston University
Boston, Massachusetts

Homer J. Dietmeier
Assistant Professor of Communications
Boston University
Boston, Massachusetts

Sidney Dimond
Associate Professor of Communications
Boston University
Boston, Massachusetts

Gerald F. Noxon
Assistant Professor of Communications
Boston University
Boston, Massachusetts

Richard Delheim
Lecturer of Spre
Boston, University
Boston, Massachusetts

Joseph F. Ryan
Instructor of Communications
Boston, University
Boston, Massachusetts

POTENTIAL AERT MEMBERS DECEMBER, 1955

STAFFS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION TWO

L. E. Franks
Department of Radio and TV
University of Florida
Gainesville, Florida

Lynn Giese
Station WRUF
University of Florida
Gainesville, Florida

Worth McDougald
Assistant Professor of Journalism
University of Georgia
Athens, Georgia

Stephen P. Buell
Assistant Professor of Speech
Marshall College
Huntington, W. Virginia

James R. Young
Assistant Professor of Journalism
University of West Virginia
Morgantown, W. Virginia

George Batka
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University of Maryland
College Park, Maryland

C. H. Beal
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University of Miami
Coral Gables, Florida

O. P. Kidder
Associate Professor of Radio-TV-Films
University of Miami
Coral Gables, Florida

Paul Nagel
Instructor of Radio-TV-Films
University of Miami
Coral Gables, Florida

E. Talbert
Instructor of Radio-TV-Films
University of Miami
Coral Gables, Florida

SOUTHEASTERN

Stewart Halloch
Instructor of Radio Arts
University of Kentucky
Lexington, Kentucky

O. Leonard Press
Instructor of Radio Arts
University of Kentucky
Lexington, Kentucky

John Clayton
Assistant Professor of Radio-TV-Motion Pictures
University of North Carolina
Chapel Hill, North Carolina

John Ehle
Assistant Professor Radio-TV-Motion Pictures
University of North Carolina
Chapel Hill, North Carolina

Wesley Wallace
Assistant Professor of Radio-TV-Motion Pictures
University of North Carolina

John Young
Assistant Professor of Radio-TV-Motion Pictures
University of North Carolina
Chapel Hill, North Carolina

Leroy Bannerman
Associate Professor of Radio and TV
University of Alabama
Tuscalosa, Alabama

Donald Dixon
Professor of Radio and TV
University of Alabama
Tuscalosa, Alabama

W. Knox Hagood
Associate Professor of Radio and TV
University of Alabama
Tuscalosa, Alabama

A. Harrison Lee
Instructor of Radio and TV
University of Alabama
Tuscalosa, Alabama

Don C. Smith
Associate Professor of Radio and TV
University of Alabama
Tuscalosa, Alabama

Harvey Pope
Associate Professor of Speech
American University
Washington, D. C.

POTENTIAL AERT MEMBERS DECEMBER, 1955

STAFFS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION THREE.....GREAT LAKES REGION

Joseph M. Ripley
Lecturer in Speech
Southern Illinois University
Carbondale, Illinois

Wallace Garneau
Professor of Speech
Western State College
Kalamazoo, Michigan

Robert McMahan
Instructor in Speech
Purdue University
Lafayette, Indiana

Sam Scott
Instructor in Speech
University of Kansas City
Kansas City, Missouri

Lawrence Kuhl
Assistant Professor of
Speech
Western Reserve University
Cleveland, Ohio

Barclay Leatham
Professor of Dramatic Arts
Western Reserve University
Cleveland, Ohio

Mitchell Charnley
Professor of Journalism
University of Minnesota
Minneapolis, Minnesota

Erhart Shinske
Instructor of Speech
University of Minnesota
Minneapolis, Minnesota

Phillip Smith
Instructor of Speech
University of Minnesota
Minneapolis, Minnesota

Archie Johnson
Instructor of Radio
Ohio University
Athens, Ohio

Gerald W. Kroeger
Instructor of Speech
Ohio-Wesleyan University
Delaware, Ohio

John C. Weiser
Assistant Professor of Speech
Kent State University
Kent, Ohio

A. William Bluem
Instructor in Speech
Michigan State University
East Lansing, Michigan

Gordon Gray
Instructor of Speech
Michigan State University
East Lansing, Michigan

John Highlander
Assistant Professor of Speech
Wisconsin University
Madison, Wisconsin

Ordean Ness
Assistant Professor of Speech
Wisconsin University
Madison, Wisconsin

Don Brown
Associate Professor of
Journalism
University of Illinois
Urbana, Illinois

Hugh Cordier
Assistant Professor of
Mass Communications
University of Illinois
Urbana, Illinois

Richard Rider
Instructor of Theatre Arts
University of Illinois
Urbana, Illinois

J. B. Stephenson
Instructor of Speech
University of Michigan
Ann Arbor, Michigan

Edgar Willis
Assistant Professor of Speech
University of Michigan
Ann Arbor, Michigan

Lyle D. Barnhart
Assistant Professor of Radio
and T.V.
Northwestern University
Evanston, Illinois

Charles F. Hunter
Associate Professor of Radio
and T.V.
Northwestern University
Evanston, Illinois

Martin J. Maloney
Associate Professor of Radio
and T.V.
Northwestern University
Evanston, Illinois

Baskett Mosse
Professor of Journalism
Northwestern University
Evanston, Illinois

Fred M. Whiting
Associate Professor of Journalism
Northwestern University
Evanston, Illinois

Sam Becker
Assistant Professor of Speech
State University of Iowa
Iowa City, Iowa

James Lynch
Instructor of Speech
State University of Iowa
Iowa City, Iowa

John Mercer
Assistant Professor of Speech
State University of Iowa
Iowa City, Iowa

Philip Berk
Assistant Professor of Journalism
University of Missouri
Columbus, Missouri

Elmer Bladow
Associate Professor of Speech
University of Missouri
Columbus, Missouri

Robert Haakenson
Assistant Professor of Speech
University of Missouri
Columbus, Missouri

Benjamin Paxton
Instructor of Speech
University of Missouri
Columbus, Missouri

Allan Scollay
Instructor of Journalism
University of Missouri
Columbus, Missouri

Richard M. Mall
Assistant Professor of Speech
Ohio State University
Columbus, Ohio

Donald W. Riley
Assistant Profes or of Speech
Ohio State University
Columbus, Ohio

Paul H. Wagner
Associate Profes or of Speech
Ohio State University
Columbus, Ohio

John Cambus
Instructor of Speech
Wayne University
Detroit, Michigan

Lee Dreyfus
Instructor of Speech
Wayne University
Detroit, Michigan

Paul Yeazell
Instructor of Speech
Miami University
Oxford, Ohio

C. J. Stevens
Assistant Professor of Speech
University of Kansas City
Kansas City, Missouri

J. M. Hanna
Instructor of Communication Arts
University of Detroit
Detroit, Michigan

William J. Murphy
Associate Professor of Communication Arts
University of Detroit
Detroit, Michigan

Thomas Sutton
Instructor of Communication Arts
University of Detroit
Detroit, Michigan

Emma Phelps
Instructor of Speech
Ohio-Wesleyan University
Delaware, Ohio

James R. Boyle
Instrictor of Speech
Indiana State Teachers College
Terre Haute, Indiana

Marvin Alisky
Assistant Professor of Journalism
Indiana University
Bloomington, Indiana

George C. Johnson
Associate Professor of Education
Indiana University
Bloomington, Indiana

Donald F. Kiel
Associate Professor of Radio and T.V.
Indiana University
Bloomington, Indiana

William E. Kinzer
Assistant Professor of Theatre
Indiana University
Bloomington, Indiana

Daniel O'Connor
Assistant Professor of Radio and T.V.
Indiana University
Bloomington, Indiana

Herbert Seltz
Instructor of Radio and T.V.
Indiana University
Bloomington, Indiana

John P. Sheehan
Instructor of Radio and T.V.
Indiana University
Bloomington, Indiana

Sam Scott
Instructor of Speech
University of Kansas City
Kansas City, Missouri

John P. Sheehan
Instructor of Radio and T.V.
Indiana University
Bloomington, Indiana

George W. Willeford
Instructor of Radio and Television
Indiana University
Bloomington, Indiana

Elinore Ager
Instructor of Speech and Drama
University of Cincinnati
Conservatory of Music
Cincinnati, Ohio

Cliff Baker
Assistant Professor of Radio
University of Cincinnati
Conservatory of Music
Cincinnatio, Ohio

Frieda Lotze
Instructor of Speech and Drama
University of Cincinnati
Conservatory of Music
Cincinnati, Ohio

Eva Parnell
Instructor of Speech and Drama
University of Cincinnati
Conservatory of Music
Cincinnati, Ohio

Manelle Weaver
Assistant Professor of Speech
University of Cincinnati
Conservatory of Music
Cincinnati, Ohio

George Steiner
Assistant Professor of Speech
Wayne University
Detroit, Michigan

Wayne Wayne
Instructor of Speech
Wayne University
Detroit, Michigan

Henry L. Ewbank
Professor of Speech
Wisconsin University
Madison, Wisconsin

POTENTIAL AERT MEMBERS

DECEMBER, 1955

STAFFS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION FOUR.....WEST CENTRAL REGION

Martin Busch
Instructor of Speech
University of South Dakota
Vermillion, South Dakota

Morton B. Miller
Instructor of Speech
University of South Dakota
Vermillion, South Dakota

Myron Curry
Assistant Professor of Speech
University of North Dakota
Grand Forks, North Dakota

Karl Bruder
Associate Professor of Speech
Kansas State Teachers College
Emporia, Kansas

Tex Smiley
Instructor of Speech
Kansas State Teachers College
Emporia, Kansas

B. D. Watts
Instructor of Speech
Kansas State Teachers College
Emporia, Kansas

Victor Hyden
Instructor of Speech
University of Kansas
Lawrence, Kansas

Wilson Key, Jr.
Assistant Professor of Speech
and Journalism
University of Kansas
Lawrence, Kansas

Bruce A. Linton
Associate Professor of Speech
and Journalism
University of Kansas
Lawrence, Kansas

Glenn Price
Instructor of Journalism
University of Kansas
Lawrence, Kansas

George Carroll
Instructor of Speech
Kansas State College
Manhattan, Kansas

Robert Synder
Instructor of Speech
Kansas State College
Manhattan, Kansas

Noel Jordan
Assistant Professor of Radio and T.V.
University of Denver
Denver, Colorado

Myron Smith
Instructor of Radio and T.V.
University of Denver
Denver, Colorado

STAFS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION FIVE

PACIFIC NORTHWEST REGION

Kenneth E. Bell
Associate Professor of Radio
University of Idaho
Moscow, Idaho

Leon P. Lind
Instructor of Radio
University of Idaho
Moscow, Idaho

Charles Bilyeu
Instructor of Drama
Idaho State College
Pocatello, Idaho

Carl Isaacson
Associate Professor of Speech
Idaho State College
Pocatello, Idaho

Patricia Cranston
Instructor of Communications
University of Washington
Seattle, Washington

Marlowe Ryan
Associate Professor of
Communications
University of Washington
Seattle, Washington

R. C. Norris
Assistant Professor of Speech
Wahington State College
Poland, Washington

Hugh Rundell
Assistant Professor of Speech
Washington State College
Poland, Washington

Milo Ryan
Associate Professor of Communications
University of Washington
Seattle, Washington

POTENTIAL AERT MEMBERS DECEMBER, 1955

STAFFS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION 6.....PACIFIC SOUTHWEST REGION

Robert E. Allerton
Associate Professor of Language Arts
Chico State College
Chico, California

Lynn McKinlay
Instructor of Speech and Dramatic Arts
Brigham Young University
Provo, Utah

Owen S. Rich
Instructor of Speech and Dramatic Arts
Brigham Young University
Provo, Utah

Oliver Smith
Associate Professor of Journalism
Brigham Young University
Provo, Utah

G. William Home
Instructor of Speech
Oxidental College
Los Angeles, California

Robert Burroughs
Assistant Professor of Dramtic Arts
University of Arizona
Tucson, Arizona

Althea S. Mattingly
Professor of Speech
University of Arizona
Tucson, Arizona

Jay Miller
Radio Bureau, Speech
University of Arizona
Tucson, Arizona

John Stewart
Assistant Professor of Speech
Utah State College
Logan, Utah

Stuart W. Hyde
Instructor of Speech
Stanford University
Palo Alto, California

George Willey
Instructor of Speech
Stanford University
Palo Alto, California

Richard B. Elliott
Instructor of Speech and Drama
College of Pacific
Stockton, California

William H. Ramsey
Assistant Professor of Speech and Drama
College of Pacific
Stockton, California

E. De Rod
Instructor of Telecommunications
University of Southern California
Los Angeles, California

E. Preiss
Lecturer of Telecommunications
University of Southern California
Los Angeles, California

Robert E. Summers
Assistant Professor of Telecommunications
University of Southern California
Los Angeles, California

Frank Mc Cann
Assistant Professor of Radio and T.V.
San Jose State College
San Jose, California

POTENTIAL AERT MEMBERS DECEMBER, 1955

STAFFS OF SCHOOLS AND COLLEGES OFFERING RADIO AND TELEVISION COURSES

REGION SEVEN

Lyle Hendricks
Assistant Professor of Drama
University of Texas
Austin, Texas

Donald M. Williams
Associate Professor of Speech
University of Texas
Austin, Texas

T. Russel Wooley
Assistant Professor of Speech
University of Texas
Austin, Texas

Edward S. Dumet
Instructor of Radio
University of Tulsa
Tulsa, Oklahoma

Virgin O. Hicks
Assistant Professor of
Journalism
Texas Western College
El Paso, Texas

Jack H. Walker
Associate Professor of Speech
West Texas State College
Canyon, Texas

R. Merville Larson
Professor of Speech
Texas Technological College
Lubbock, Texas

Frank D. Clark
Associate Professor of Drama
University of Oklahoma
Norman, Oklahoma

SOUTHWESTERN REGION

Cullen J. Holland
Assistant Professor of
Journalism
University of Oklahoma
Norman, Oklahoma

Ansel Resler
Assistant Professor of Speech
University of Oklahoma
Norman, Oklahoma

John W. Meaney
Assistant Professor of Radio
and Television
University of Houston
Houston, Texas

Richard M. Uray
Assistant Professor of Radio
and Television
University Of Houston
Houston, Texas

Receiving regular issues of the Journal of the ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION is just one of the many advantages of membership in this national professional organization, whose members include teachers and administrators on all levels of education, religious broadcasters, commercial broadcasters, parents of school children, civic officials, and representatives of many leading community groups.

AERT activities are managed by an experienced and distinguished group of officers and directors. Their names and positions are listed on the outside back cover of this issue of the Journal.

AERT has played an important role in the formation and implementation of the JOINT COMMITTEE ON EDUCATIONAL TELEVISION. AERT also serves as one of the sponsors of the National Tape Recording Catalog and Re-recording Service, in cooperation with the DEPARTMENT OF AUDIO-VISUAL INSTRUCTION of the NATIONAL EDUCATION ASSOCIATION.

The annual national convention of AERT members is held each year in conjunction with the OHIO STATE INSTITUTE FOR EDUCATION BY RADIO-TV at Columbus, Ohio.

- -

TO: Miss Vee Kounas, Membership Secretary
Association for Education by Radio-Television
84 Exeter Street, Boston 16, Massachusetts

(____) Please send me information about AERT.
(____) Please enroll me as an Individual Member in AERT. Annual $5.00 membership fee enclosed.

NAME: _____
STREET ADDRESS: _____
CITY & STATE: _____

Make checks payable to the Association. Thanks.

An Invitation to Join . . .

The Association for Education by Radio-Television

ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION

Office of the President

Boston, Massachusetts

The Association for Education by Radio-Television is a non-profit, educational organization, incorporated under the laws of the State of Illinois, and dedicated to both utilization and evaluation of educational radio and television materials, both in the commercial and non-commercial broadcasting industry.

As stated in its constitution, the broad purpose of the Association is to "extend and improve the educational use of radio and television."

AERT's membership is nation-wide, and includes educators on all levels, commercial broadcasters, religious broadcasters, civic leaders, parents and representatives of many leading community groups.

Advantages of membership are many. They include:

.. The AERT Journal, published in eight monthly editions during the academic year, containing articles on utilization and evaluation of educational radio and TV. Articles are solicited from the membership.

.. Privilege of attendance at the Association's annual national convention, held each Spring in conjunction with the Ohio State Radio and Television Institute in Columbus, Ohio.

.. Opportunity of participating in the expanding activities of a national professional association, organized and dedicated as AERT is.

.. Exchange of ideas, research, methods and materials.

.. Privilege of voting in AERT elections, participating in committee work, and holding office in the Association.

.. Opportunity of joining with other AERT members throughout the United States to advance the cause of educational radio and TV.

AERT serves as one of the sponsors of the National Tape Recording Catalog and Re-recording Service, a project set up in cooperation with the Department of Audio-Visual Instruction of the National Education Association.

ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION

AERT is one of the organizations which sponsors the Joint Committee on Educational Television. In this way, AERT endorses JCET activities which have to do with trends, statistics, developments across the nation in the establishment of stations scheduling workshops, engineering, and program developments, and so on in the ETV field.

* * *

NATIONAL OFFICERS

LEO A. MARTIN, President; chairman, Division of Communication Arts, Boston University, Boston, Massachusetts.
EDWARD STASHEFF, First Vice-President; professor of speech, University of Michigan, Ann Arbor.
MRS. GERTRUDE G. BRODERICK, Second Vice-President; radio-TV education specialist, U.S. Office of Education, Washington, D.C.
ARLENE McKELLAR, Secretary; associate director, Wisconsin School of the Air, University of Wisconsin, Madison.
REV. RICHARD F. GRADY, Treasurer; manager, Station WUSV, University of Scranton, Scranton, Pennsylvania.

DIRECTORS AT LARGE

WALTER B. EMERY, consultant, Joint Committee on Educational Television, Washington, D.C.
JAMES F. MacANDREW, director of broadcasting, Board of Education by New York, N.Y.
GALE R. ADKINS, director, Bureau of Research in Education by Radio-TV, University of Texas, Austin.
HASKELL BOYTER, director of radio education, Station WABE, Board of Education, Atlanta, Georgia.

REGIONAL DIRECTORS

MARTHA GABLE, Northeastern; assistant director, School and Community Relations, Philadelphia, Pennsylvania, Board of Education.
ARNOLD WILKES, Southeastern; director of public affairs and education, Station WBAL, Baltimore, Maryland.
CLARENCE E. FLICK, West Central; director, Radio-Television Section, University of Nebraska, Lincoln.
KATHERINE MATCHETT, Great Lakes; Station WBOE, Cleveland Public Schools, Cleveland, Ohio.
W. FERRON HALVORSON, Southwestern; director of radio, Texas Technological College, Lubbock.
MRS. EVADNA NICKLER, Pacific Northwest; teacher, Portland, Oregon, Public Schools.
KENNETH HARWOOD, Pacific Southwest; chairman, Department of Telecommunications, University of Southern California, Los Angeles.

ASSOCIATION FOR EDUCATION BY RADIO-TELEVISION

MEMBERSHIP APPLICATION

Please enter the following membership for me in the Association for Education by Radio-Television:

( ) Individual Member (includes one-year subscription to The Journal of the AERT)..... 5.00

( ) Local Institutional Member (for stations or school departments - includes 3 copies of AERT Journal monthly)... 15.00

( ) National Institutional Member (for national and regional business concerns)..... 100.00

( ) Individual AERT Journal Subscription (does not include any of the privileges of membership)..... 4.00

PLEASE CHECK: ( ) Remittance Enclosed ( ) Please Bill Me.

NAME: _____

STREET ADDRESS: _____

CITY: _____ ZONE: _____ STATE: _____

POSITION: _____

PLEASE MAKE CHECKS PAYABLE TO THE ASSOCIATION FOR EDUCATION BY RADIO-TV.

MAIL COMPLETED APPLICATION FORM TO:

Miss Vee Kounas, Membership Secretary
Association for Education by Radio-TV
84 Exeter Street
Boston 16, Massachusetts

The

Association for Education by Radio

Invites You.....

.....TO BECOME A MEMBER OF A NATIONAL ORGANIZATION

Education by radio is here to stay.

The teaching profession and the radio industry need a professional organization to expand the usefulness of this infant, challenging art.

At the Twelfth Institute for Education by Radio in Columbus, Ohio nineteen workers in radio education held an informal meeting. They represented, broadly, the field of educational radio interests. They decided to propose to the workers in educational radio the building of an Association for Education by Radio.

Why?—for seven specific and a host of less tangible but equally important reasons. Here are the seven:

1. Rapid increase in the ranks of educational radio (approximately 3500 workers in schools, colleges, stations and associations) creates a need for the trading of experiences.
2. With foundation grants decreasing, education by radio must fend for itself; we can fend better, shoulder to shoulder.
3. Teachers working in radio and station education directors can secure more recognition for their work if they are members of a strong organization.
4. Excellent as the Columbus and Chicago meetings are, some all-season center is needed to bridge the months between these educational radio "old home" weeks.
5. Radio educators unable to attend these meetings deserve encouragement and services that an organization can provide.
6. Only an organization can, at this stage, build up a strong periodical much needed to promote and exchange ideas.
7. There is no Radio Department in the family of the National Education Association. This organization will seek such membership.

.....PURPOSES OF THE ASSOCIATION FOR EDUCATION BY RADIO

The organization of a group under the above title contemplates certain purposes among which are the following:

1. Development of an instrumentality through which persons interested in education by radio may have adequate communication.
2. Cooperation with the Institute for Education by Radio, the School Broadcast Conference, the United States Office of Education, and other institutions and groups interested in education by radio.
3. Representation of the interests of education by radio in connection with pertinent legislation, commission hearings, conferences and the like.
4. Encouragement of experimentation and research and widespread dissemination of findings.
5. Publication of a news, information and idea service on a periodical basis.
6. Establishment of this association as a recognized professional voice for those engaged in educational radio activities in civic, religious and educational groups and in the radio industry.
7. Advancement of such fields as teaching, workshops, documentary radio, educational frequency modulation stations and equipment.
8. Development of a practical program of promotion of national morale in cooperation with official agencies.
9. Ultimate inclusion in the National Education Association as a member department.

SOME SERVICES TO MEMBERS

Membership in the Association for Education by Radio will entitle you to:

1. Receive each month the Journal of the Association. This will bring you all the news of education by radio. It will contain reveiws of new educational radio programs, transcriptions, and books. It will be a guide to educational radio programs.

2. Participate in meetings of the Association, regional and national, at which important problems will be discussed.

3. Receive useful publications and bulletins which will be issued from time to time.

4. Receive information about job opportunities and scholarships open from time to time.

5. Charter memberships will receive the Journal of the Association for eighteen months.

CONSTITUTION OF THE ASSOCIATION FOR EDUCATION BY RADIO

ARTICLE I—NAME

The name of this organization shall be the Association for Education by Radio.

ARTICLE II—PURPOSE

The purpose of this Association shall be to promote the cause of education by radio.

ARTICLE III—OFFICERS

Section 1 (A) Officers of the Association shall be a President, a Vice-President, a Treasurer, and an Executive Secretary.

(B) These officers, the immediate past president, and six elected representatives, one from each region as described in the by-laws, shall constitute the Executive Committee.

(C) Not more than one of the officers, excepting the Executive Secretary, shall be elected from the same state.

Section 2—Elections—Officers and Representatives

(A) Nominations shall be by mail canvass of all members two months in advance of the annual meeting. Elections shall be held by mail one month before the annual meeting.

(B) The election slate shall consist of the three candidates receiving the largest number of nominating votes for each office excepting that of Executive Secretary and the two candidates receiving the largest number of nominating votes for each region.

(C) The regional representatives will be nominated and elected by individual members living in the same region as the candidate.

(D) The candidates for office or representatives receiving the plurality of votes shall be declared elected.

Section 3—Term of Service

All officers except the Executive Secretary shall be elected for a term of one year, and all representatives shall be elected for a term of three years, with two representatives' terms expiring each year. (For the initial election, two representatives shall be elected for a term of one year, two for two years, and two for three years.) The Executive Secretary shall be appointed by the President and the appointment shall be approved by the Executive Committee.

(Continued)

CONSTITUTION OF THE ASSOCIATION FOR EDUCATION BY RADIO (Continued)

ARTICLE IV—MEMBERSHIP

Section 1 Any individual interested in the field of education by radio shall be eligible for membership. Each individual member is entitled to one vote.

Section 2 Any local or national organization or institution interested in the field of education by radio shall be eligible for a contributing membership.

ARTICLE V—MEETINGS

Section 1 The annual business meeting of the Association shall be held concurrently with the American Association of School Administrators, and in the same city.

Section 2 The Association shall participate in joint programs with the Institute for Education by Radio and the School Broadcast Conference and other educational radio conferences.

Section 3 Other meetings and business sessions of the Association shall be designated by the Executive Committee at least nine months in advance of the date of meeting.

ARTICLE VI—QUORUM

The members present at the business session of the Association shall constitute a quorum for the conduct of business.

ARTICLE VII—AMENDMENTS

This Constitution may be amended at any general meeting by a two-thirds vote of the individual member representatives present, provided the proposed amendment has been submitted in writing at the previous general meeting or on three month's notice by mail ballot.

JOIN IN THE DEVELOPMENT OF THE ASSOCIATION'S PURPOSES

The unified strength of those working in and for education by radio is needed NOW! Therefore we invite you to become a charter member of the Association for Education by Radio. We urge you personally and as a colleague in the advancement of a great and significant movement to become a Charter Member. Let the Association strengthen you in your mark. Send the enclosed application for membership to Robert Hudson, Rocky Mountain Radio Council (AER Treasurer pro tem), Denver, Colorado. Investment—$3.00.

THE ORGANIZING COMMITTEE

WILLIAM D. BOUTWELL
H. M. BUCKLEY
A. L. CHAPMAN
PHIL COHEN
JOHN CARLILE
BELMONT FARLEY
DOROTHY FROST
ELIZABETH GOUDY
ROBERT HUDSON
HAROLD W. KENT
HAZEL KENYON
ED KIRBY
KATHLEEN LARDIE
CARL MENZER
LEONARD POWER
PAUL REED
KEITH TYLER
VERNA WALTERS
BLANCHE YOUNG

BOSTON UNIVERSITY

School of Public Relations and Communications • 84 Exeter Street • Boston 16 Massachusetts

Professor Leo A. Martin, national president, has asked me to send you information on the Association for Education by Radio-Television.

AERT is a non-profit organization, national in scope, which includes among its members teachers and administrative people on all levels of education, commercial broadcasters, religious broadcasters, civic leaders, parents, and representatives of many leading civic groups. This, then, provides a truly national cross-section of those who are keenly interested in the further exploration of the utilization and evaluation of educational radio and television materials, both in the commercial and non-commercial broadcasting industry.

In addition to the publication of the AERT Journal, of which there are eight issues annually, AERT has played an important role in the formation and implementation of the Joint Committee on Educational Television. AERT also serves as one of the sponsors of the National Tape Recording Catalog and Re-recording Service, a project set up in cooperation with the Department of Audio-Visual Instruction of the National Education Association. The annual national convention of AERT members is held each year in conjunction with the Ohio State Institute for Education by Radio and TV at Columbus, Ohio.

That AERT is equally concerned with both educational radio and educational television is evidenced by the comprehensive articles on both media which appear regularly in the AERT Journal. Submitted by Association members themselves, these articles cover a diverse number of topics including areas of communications theory, practical program and promotional ideas, helpful how-to-do-it and how-to-find-it suggestions, as well as reports on listener council and other evaluation activities.

The enclosed membership blank includes a complete statement of purposes and advantages of membership in the Association. It is the feeling of the officers and directors of AERT that the organization has a vital function in our society. Your support, as evidenced by your membership, will be richly rewarded in the future significance of AERT in the field of educational radio and television.

If you have further questions about AERT, please do not hesitate to write.

Sincerely,

John Adams Rourke

John Adams Rourke
Membership Chairman
AERT

JAR:vk
Enc.

BOSTON UNIVERSITY

To: ~~LMP~~ Jacks Roubal

From: ~~JAR~~

Subject: Attached letters

December 13, 1955

Attached is letter you dictated to be sent to all those whose membership is in serious arrears. It appears to me to be a wholly negative statement. While I realize that you want these people to pay up or get out, I still feel that the immediate reaction would be to say "to hell with it!"

Therefore, suggest a substitute letter, similar to the suggested one attached, which still contains the same statement about cancellation of membership within thirty days, but also suggests that the individual might be missing something if he weren't to remit but fast.

jar

OK except that this was to be addressed to those who have been carried for very long periods — NOT to those who have become delinquent only recently L. M.

BOSTON UNIVERSITY

School of Public Relations and Communications • 84 Exeter Street • Boston 16 Massachusetts

We feel that your membership to the AERT Journal has been carried on our overdue list far too long. The new administration of AERT has asked me to eliminate those memberships which are not currently in good standing.

Unless we hear from you within the next 30 days your name will be dropped from our membership rolls. We hope that you will renew within that time in order to keep your membership in good standing.

Sincerely,

(Miss) Vee Kounas
Membership Secretary
Association for Education by Radio-TV

Dear Miss Flapjack:

In checking through our files, we find that your membership in the Association for Education by Radio-Television has been over-due for several months now. No doubt this is an oversight on your part.

Due to increased production costs for the AERT Journal, it will be necessary to drop your name from our lists if your membership is not reinstated within thirty days.

Enclosed you will find I ~~am enclosing~~ a copy of the AERT membership form containing ~~On it, you'll find a~~ complete statement of the purposes of the Association, together with a listing of the advantages of membership.

Please rest assured that the present administration of AERT is planning a vigorous program of activities, and the editors of our Journal have secured a stimulating series of articles for publication in the months ahead.

AERT is the only organization in the United States devoted to advancing the utilization and evaluation of educational radio and television. Because of the increasingly important position being given to these functions in our society, we feel that AERT has a vital future.

May we count on your help and support?

Sincerely, etc., etc., etc.

ALE UNIVERSITY AUDIO VISUAL CENTER
53 STERLING MEMORIAL LIBRARY
NEW HAVEN, CONN.

Jan. 3, 1956

Dear Dr. Martin:

Would you please send me information about Membership in the AERT ?

Very sincerely yours,

Elliott H. Kone, Director

(pes)

EHK:pes

YALE UNIVERSITY AUDIO VISUAL CENTER
53 STERLING MEMORIAL LIBRARY
NEW HAVEN, CONN.

NEW HAVEN CONN
JAN 3
10:30 PM
1956
2

THIS SIDE OF CARD IS FOR ADDRESS

Dr. Leo Martin
Division of Comm. Arts
Boston University
Boston, Massachusetts

Dear Sirs,

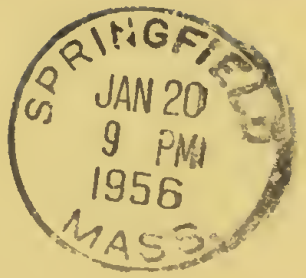
I have been told about your agency and would like to know more about it. I would appreciate any literature you could send me about your agency.

Yours Truly,

Warren Dunbar

44 Norfolk St.

Springfield, Mass.



THIS SIDE OF CARD IS FOR ADDRESS

Association for Education
by Radio - Television
228 North LaSalle Street
Chicago, Illinois

Gentlemen:

Please send me information regarding your Association.

(Daily one hour program over WWRC, Hewell, N.J.)

The Old Philosopher
P. O. Box 100
Danville
N. J.

Jack's Prof. Marked me to give these to you - Jean

DANSVILLE
NOV 1
4 PM
1955
N.Y.

THIS SIDE OF CARD IS FOR ADDRESS

Association for Education by Radio-Television
228 N. La Salle Street
Chicago
Ill.

Dec. 7, 1955

Sirs:

Please send me information about the Philosophy, plans, programs, and goals of your organization and about subscription rates for the AERT Journal.

Sincerely,

James E. Burnes

James E. Burnes
405 West 118th. St.
New York, N.Y.

(2)

BOSTON UNIVERSITY

To: Jack

From: June

Subject:

January 9, 1956

Please send AERT data to:

Mrs. Burruss McKee
132 Carter Avenue, SE
Atlanta 17, Georgia

Thanx.

also:

Miss Helen C. Olson
7814 Phillips Avenue
Chicago 49, Illinois

(2)

BOSTON UNIVERSITY

To: John Adams Lowe
From: Jean Bruce Rogers
Subject: AERT

Kenneth Wright
c/o WUOT
Univ. of Tenn.
Knoxville, Tenn.

Prof. W. C. Tucker
c/o Journalism Dept.
U. of T.
Knoxville, Tenn.

Bells!

POTENTIAL MEMBERS ...

Educational Coordinator
Radio Corporation of America
Building 15-1
Camden, New Jersey

Dr. E.C. Lambert
Assistant to the President
University of Missouri
Columbia, Missouri

Kenneth S. Imel
Department of Adult Education
San Diego City Schools
San Diego, California

De Graff Stanley
Department of Adult Education
San Diego City Schools
San Diego, California

Professor Lewis Diana
University of Pittsburgh
Pittsburgh, Pennsylvania

Dean Paul A McGhee
Division of General Education
New York University
New York, New York

Dr. Arthur H. Compton
Executive Director
Station KETC
St. Louis, Mo.

George L. Arms
Station Operations Manager
Station KETC
St. Louis, Mo.

Clair R. Tettemer
Director of In-School Programming
Station KETC
St. Louis, Mo.

Rev. Paul C. Reinert, S.J.
President
St. Louis University
St. Louis, Mo.

Henry H. Mamet
General Station Manager
KRMA-TV
Denver, Colo.

James W. Case
Producer-Director
Station KRMA-TV
Denver, Colo.

Ron Hull
Producer-Director
KUON-TV
Lincoln, Nebraska

William Wood
Station [redacted] Manager
Station WTVS
Detroit, Michigan

John F. White
General Manager
Station WQED
Pittsburgh, Pa.

William A. Harper
Director of Information Services
Educational TV and Radio Center
Ann Arbor, Michigan

Bart L. Griffith
Head of Distribution Activities
Educational TV and Radio Center
Ann Arbor, Michigan

Robert Ellis Miller
Studio Director
New York University
New York, New York

Dr. Carroll V. Newsom
Executive Vice-Chancellor
New York University
New York, New York

Mrs. Dorothy Ruth Smith
Secretary, Committee on Television
American Council on Education
1785 Massachusetts Avenue, N.W.
Washington 6, D.C.

(4)

The Old Philosophes
P. O. Box 100
Dansville, N. Y.

Warren Dunbar
44 Norfolk St.
Springfield, Mass.

~~Elliott~~ Elliott H. Kore, Director
Yale University Audio Visual Center
53 Sterling Memorial Library
New Haven, Conn.

James E. Burnes
405 West 118th. St
New York, N. Y.

INDIANA UNIVERSITY
BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE

February 11, 1956

Mr. George Jennings
Board of Education
Chicago 1, Illinois

Dear George:

I received the copies of the January issue of the JOURNAL OF THE AERT with my article in it.

Thank you very, very much. I have sent one copy to the manager of Mexico's educational station, XEUN, one copy to Cuba's educational outlet, CMZ, and will send the others to similar broadcasters in a few of the other Latin American republics. So the AERT name will be ci culated where it can get more latinos interested in our group here.

I hope when it is convenient, you will send that film we discussed in person (dealing with use of equipment), so that my fledglings in broadcast can see it.

Thanks again.

Best wishes, and

Cordially,

Marvin Alisky

Marvin Alisky
Asst. Prof., Radio-Tv and Journalism

BOSTON UNIVERSITY

To:

From:

Subject:

See Prof Martin about

BETTER BROADCASTS

423 N. Pinckney

Madison, Wis.

NEWS LETTER

OCT. 1, 1953

"RADIO-TV, EVERYONE'S RESPONSIBILITY"

A Chance to Work for Better Radio TV

In Minneapolis, on June 24, 1953, the American Council for Better Broadcasts was formed. Representatives from 18 national organizations, 18 state groups, and many local organizations attended the organizational meetings. Delegates were there from 93 cities in 34 states.

They formed the AMERICAN COUNCIL FOR BETTER BROADCASTS, a nonprofit, coordinating organization, to correlate the efforts of scattered groups and individuals for better radio-TV programming.

The PURPOSE is to stimulate the broadcasting of good radio and television programs; to study, in order to arrive at standards for judging programs; and to encourage all radio and television stations in fulfilling their obligations to "serve the public interest, convenience and necessity."

For nation-wide impact, the Council agrees to unite on one nation-wide project, each year. The 1953-54 project is the LOOK LISTEN PROJECT. It asks groups to enlist as many members as possible (and others) to rate 8 network programs (3-10 P.M.) on **one** radio or television station, and tell why they rated the programs as they did. The reports need to be in by January 31, if they are to be included in the 1954 report that goes to sponsors, broadcasters, and the Federal Communications Commission.

WRITE TO MRS. G. F. MATTHEWS, 4539 Winnequah Road, Madison, Wisconsin **for instructions and sample materials.**

Project materials are free, except the 8 report cards for each monitor (3c per person). These cards may be copied locally **if the identical form and size are used.**

MEMBERSHIP is open to individuals who are not professional broadcasters; and to national, state, and local organizations (except broadcasters' groups and listeners' groups having broadcasters as members) who will undertake together annually one constructive project, to be agreed upon at the annual meeting. Their other activities in the field of radio and television are of their own choice. High schools and colleges and separate classes in them are eligible to membership.

THE INSIGNIA AND SLOGANS **above are borrowed from the Wisconsin Association for Better Radio and Television. Do you like them? Shall we adopt them, if we get its permission? Or would you like something else? We'd like to hear from you.**

ANNUAL DUES:

Local groups of members—			
3- 50	$1.00	Individuals	$1.00
50-200	$2.00	State groups	$10.00
200 or more	$3.00	National groups	$25.00

Clip and send: **American Council for Better Broadcasts**

Mrs. C. B. CHAMBERS, Treasurer of ACBB, 3480-7th Ave., No., St. Petersburg, Fla.

I enclose....., one year's membership dues for myself.....

my group, which is .....

Signed .....

Street .....

City ..... State .....

Children's Television

Children have strong tastes for programs adults consider not good for them. The British Broadcasting Company believes this demand should be partially met. But, according to the Educational Supplement of the **London Times,** it keeps in mind the "solitary viewer's vulnerability to fear. Bad men are allowed to be really bad, and the child has the satisfaction of seeing the good ones treat them as they deserve. Nevertheless it is careful not to restrict its work to any over-tight theories about audience's preferences. It tries to give abundant diversity."

A few of its entertainment programs have secondary educational benefits. "Through plays it may try to awaken curiosity about painting or history; other programmes—a story begun and left in the air, or imaginary conversation with dead authors—are planned as an incitement to reading; others coax the audience to watch birds or to use their hands."

People Seem Pleased

People have expressed gratification.

Mrs. Gertrude Broderick, President of the Association for Education by Radio-TV, says: "You are to be congratulated on the fine progress you have made in such a short time, and I have every confidence that this newest effort will bear fruit a thousandfold."

William D. Boutwell, Editor of **Scholastic Teacher,** "I am very pleased to know you are making such progress with the Council for Better Broadcasts."

Norman Cousins, Editor, Saturday Review of Literature, "I am delighted to learn of your new Coordinating Council. It is tremendously heartening to see the increased effectiveness of your work and to observe the actual evidence of your growth."

Franklin Dunham, Chief of Radio-TV, U. S. Office of Education, "More Power to you."

Arthur J. Freund, Chairman of Section on Criminal Law, American Bar Ass'n, "You are engaged in a most worthy and highly necessary endeavor. I want to assure you of my deep personal interest and concern."

Charles A. Siepmann, Chairman, Communications Dep't, New York University, "I'm delighted that your organization goes so well."

Ralph Steetle, Executive Director, Joint Committee on Educational Television, "It seems to me that the American Council has a challenging assignment before it."

NOTES ON MAGAZINES

The first issue this fall of **Parent-Teacher Magazine** carries an account of the forming of the Council for Better Broadcasts in the column, "What's Happening in Education."

The **Journal** of the **Association for Education-TV** tells the story of the Council's organizational meetings and its objectives.

Response to "Variety"

In response to its article about the ACBB organizational meetings in Minneapolis, **Variety** received a letter from Shigeru Nakamura, Director of the Radio Culture Research Institute of Japan. He said, in part, "We are anxious to know how the Council is organized, i.e. the names of its members, and how they intend to raise radio and TV programming standards."

Valuable Air Waves

In its "The Listener Speaks Again" the San Francisco Branch of the AAUW publishes the following under the heading **Social Responsibility.**

"The air waves over which all programs are broadcast belong to us, the American people. It follows logically, therefore, that each of us should feel responsible for seeing that these air waves are used to serve our interests and needs, as well as those of our families, our communities, and our nation.

"On the other hand, the local broadcaster is required by law (Communications Act of 1934) to operate "in the public interest, convenience, and necessity." This is an agreement which he must reaffirm periodically when he applies for renewal of his license.

"When the broadcaster carries out this responsibility to the people and when the people become actively interested in the way in which their air waves are used, then we shall have better radio and television."

News of TV Programs

ABC—TV

John Daly has been made vice-president in charge of TV news for ABC. He will also moderate **"What's My Line?"** and **"It's News to Me."**

A good block of programs early Sunday evening: 6:30, **America's Town Meeting;** 7:00, **The Greatest Story Ever Told;** 7:30, **Four Square Court,** a discussion of social problems.

Cavalcade of America, Tues., 7:30 p.m.

Theater Guild, high ranking dramatic series is on ABC Tues., 9:30 p.m.

At Issue is a new discussion program, Sun., 9:00-9:15.

CBS—TV

Mrs. Emma Dixon Sheehe, associate professor of education at Columbia University, and authority on child development, is to have charge of a program on CBS for the pre-school child Monday through Friday, 9:30 a.m., EST. That puts it immediately before NBC's Ding Dong School, which has roused growing enthusiasm ever since it started last fall. In other sections of the country the time is likely to be different.

Life with Father has moved from New York to the Coast. Fletcher Markle will probably produce it.

Omnibus, late Sunday afternoon, will again have Alistair Cooke as emcee. Each show will be unified by a central theme.

Lamp unto My Feet, drama, is scheduled for Sunday afternoon; also **Man of the Week,** from Washington, D.C.

See It Now is scheduled for 10:30 p.m.; **Chronoscope,** fifteen minutes of current history, for 11:00 p.m. daily.

What in the World, a quiz on objects in the University of Pennsylvania Museum, Sun., 4:30 p.m.

Adventure, Sun. afternoon, in cooperation with the American Museum of Natural History.

DU MONT

Georgetown University Forum, 7 p.m. Sun.

Johns Hopkins Science Reviews, 8 p.m., Wed.

Author Meets Critics, Thurs. 9:30 p.m. are stimulating discussion periods.

Bishop Fulton J. Sheen, in "Life is Worth Living" will return, October 13, as a sponsored program over the largest linking of TV stations to date—132.

The **Chicago Symphony** will be presented Wednesday at 8:30 EST.

In 1951 **"Magic Cottage"** got **TV Guide's** Gold Medal award as the best children's show on television. It presents fairy tales, from which the terrifying has been removed.

NBC—TV

Excursion, a new program for the 8-16-year age group, Sunday, 3:30, was first aired Sept. 13. Burgess Meredith is the Master of Ceremonies. It will feature adaptations of books for young people. It is produced by the TV-Radio Workshop of the Ford Foundation.

Other programs for children and young people that have proved their interest: **Ding Dong School** 10:00 a.m., Monday through Friday; **Carnival of Books,** 9:30 a.m. Sunday (also for ages 8-16. The time is sometimes changed in local areas); **Youth Wants to Know** (Sunday, 1:00 p.m. High school students question government officials. It is an intelligent program).

American Inventory, Sunday, 2 p.m., is a new program produced in cooperation with the Sloan Foundation.

Critic at Large (Leon Pearson) will return Sundays, 3 p.m., in an adult resume touching on literature, art, and the theater.

Reasons Why

Reasons why others like programs, and why we like them, are illuminating—and important. The following programs of news and discussion were rated excellent by the majority in the 1953 Look-Listen Project. These were the chief reasons given:

Edward R. Murrow, 7:45 p.m., (EST) CBS, "Always says whether what he says is a fact or his own opinion." "Reports all important facts, uncolored by personal bias. Each report means a statement by the official most closely connected with the happening and often by an official in opposition. Analysis, when given, is fair, logical, and intelligent." "I like his calm delivery."

World News, Morgan Beatty, 7:30 p.m. NBC, "Reports by several reporters." "Quite objective, though sometimes shows preferences." "Somewhat sensational manner of delivery; otherwise good." "I like his using men on the spot. **But** must we always have headlines?"

John Cameron Swayze, 7:45 p.m. NBC "Excellent choice of events." "Too Republican."

Erwin Canham, Tues., 9:45, ABC, "Points out positive, constructive phases of each side."

Adverse comments on news programs: "Stresses the sensational, and appears to put emphasis on strife and prejudice."

"Too many sensational or showy items." "Highly emotional—appeals to Americanism, Patriotism, etc." "Strives for the theatrical and sensational; dramatizes every item."

Town Meeting, Tues. 9:00, ABC, "Timely; gives different viewpoints." "A thought-awakener."

Capitol Cloakroom, Fri. 10:05, CBS, "Gives candid opinions of public figures."

Northwestern Reviewing Stand, Sun., 11:30 a.m., MBS, "Stimulating and informative. Assertions were explained."

Meet the Press, Sun. 10:00 p.m., NBC, "Frankness and directness." "Questions intelligent, pertinent." "Whole interview was conducted courteously."

What people want is easily discernible from the reasons for their preferences.

The Look-Listen Project

Since the public domain of the air waves is leased, free, to private groups who promise to use them in "the public interest," it behooves the public to do some thinking about what IS IN ITS INTEREST. The thinking won't get good programs unless it is expressed. One person's opinion has less influence with broadcasters than many people's. The Look-Listen Project is a means whereby many citizens can express their opinions at the same time.

Each person participating is asked to rate eight radio or television network programs, on **one** station, 3-10 p.m. and tell why he so rated them. It is important that various civic, religious, educational, and socially minded groups present the project to their members as something to help in. Radio and television are shaping our nation, and members will want to express their opinions where they will count. The results of the ratings and opinions will be sent to sponsors, broadcasters, and the Federal Communications Commission.

The Look-Listen Project was chosen by the Council as the nation-wide effort on which all would this year unite, because it is already seven years old as sponsored by the Wisconsin Association, and last year had monitors in 16 states. Thus it has proved itself useful in all parts of the country.

It has also proved its influence. One station responded, "The entire programming and management staff have read and reread your letter"; another, "We have made several changes in our programming, following receipt of your past survey." National sponsors say, "a very constructive job," "a remarkably fine job," "The listener comments on all programs were highly interesting," etc.

Choosing a Month

Organizations may choose any month, October through March, as their Project month. However, it is hoped that most groups will choose a month before January 31. We want the 1954 Project Report to be an effective voice of the Council; and only returns reaching Headquarters by Jan. 31 can be included in it.

Send for your material early, please. The direction sheet that goes to each participant and report sheets for the chairman are furnished free of charge; the cards, at cost —3c for the eight cards each person needs. Money will be refunded for unused cards returned. So estimate the number of monitors you will have optimistically. Send that estimate and your check to Mrs. G. F. Matthews, 4539 Winnequah Road, Madison, Wisconsin.

Other Local Projects

In the Look-Listen Project, network programs are monitored. It is the big united effort of the year.

When it is finished, local communities may want to follow it with a monitoring of local programs or with other undertakings. It is hoped that local enterprises will spring up and thrive, and that accounts of them will be sent to Newsletter.

Young Members of the Council

Though the majority of members of this Council will undoubtedly be adults (college students among them) high school students are cordially invited to membership—as individuals, as classes, as schools. There is work for them to do.

What You Can Do About Television

condensed from an article in the **Junior League Magazine,** by Nancy Falkner, now radio-TV columnist for

Scholastic Teacher

Usually it will be more practical to influence local television offerings for children without rushing to produce your own series. Here are some things you, with the help of other civic groups, can do effectively:

1. Know the local station's programs.
2. Decide what kind of shows you want, and why.
3. Interest other community groups to work with you.
4. Tell your local station what you want.
5. Be constructive and practical.

It's no good calling all current shows of a kind "terrible". They aren't. Shows like "Mr. Wizard" (science), "Through the Enchanted Gate" (arts), Mr. I. Magination (story-telling), "Telaventure Tales" (books) "Zoo Parade" — all are top entertainment and good value for the viewers. Take the time to follow your local station for at least a month and log the good, bad, and indifferent.

Do your viewing (of children's programs) with your children as often as possible. Listen to their opinions of the shows. Find out through your local papers or the TV trade papers such as "Variety" and fan magazines such as "TV Guide" what other shows exist for children.

TAKE THE LEAD. Enlist the aid of Scouts, Camp-Fire Girls, schools, churches, PTA's, women's clubs, and other groups. Take the lead in organizing these groups to look and evaluate and form a program of improvement with you. One voice—even the voice of one organization—is a lost voice. When all interested community groups combine to plead the same case, action will result.

When you approach your local station, it should not be just to throw rocks. The impersonal "station" will turn into a person —a man who is more easily caught with honey than with vinegar. So hand out orchids for the programs you believe are excellent. Then suggest that all the community groups whom you are representing can and will put their full weight behind more such programs.

Be warned by radio. Before the public finally rose against the worst aspects of children's radio programs, the program pattern was already set. In the face of apparent success with objectionable programs, the combined efforts of all the dissatisfied parents, teachers, ministers, and civic groups couldn't cancel the evils of over-exciting serials. They could only now and then supplement the bad with better programs, which often failed to appeal to children jaded by strong fare.

Station managers are always sensitive to the voice of the public. Their operation income depends on the number of sets tuned to their call letters. So your proposals must be backed by strong, organized community pressure. You are dealing with individuals who are your own good neighbors, with the same concern for the community that you have. If you can show them they won't lose audience and money on the kind of programs you want, you're in.

NOTE: What is said here about children's programs is true of all programs, and of radio as well as television.

Tea, Preparations, Institute

TEA

Representatives of many organizations drank tea with Mrs. W. A. Lucht, President of the Illinois Council on Motion Pictures, Radio, Television, and Publications, and planned the Fall Workshop. Mrs. Mead Messick, chairman of Radio-TV Committee, will conduct the workshop on the Look-Listen Project. Last year, under her chairmanship in AAUW, 750 members of the Illinois AAUW participated in the Project.

PROJECT PREPARATIONS

The California State Division of AAUW has already ordered material for the Look-Listen Project, and is ready to distribute it this month. For three years it has been a valuable part of the Look-Listen Project, and for many years has been working for better radio-TV programs.

INSTITUTE, OCT. 22, MADISON

You are invited to the Wisconsin Better Radio-TV Institute in Great Hall of the University Union, Oct. 22. It will consider the Evaluation of Radio-TV Drama, Making Your Opinions Felt, and Educational Television. Dean Kenneth Bartlett of Syracuse University will be the main speaker.

The Institute aims to help youth and adults to work together for better programs. Last year one third of the audience were high school students.

News Items

The American Research Bureau now records not only the number of **sets** tuned to a certain television program, but also the number of **people** watching it. According to ARB findings, about the same number of sets were tuned to "Mr. Peepers" and "Martin Kane." But "Mr. Peepers" had four and a half million more viewers.

"Omnibus" is reported to be putting on a ninety minute version of "King Lear" this fall, with Petter Brook, one of England's top Shakespearean directors, staging it.

"World-Wide Playhouse" will show United Nations activity in dramatic form.

The aggregate **income of radio stations** in areas served by television increased 2% in 1952 over 1951, according to FCC figures.

Italian movie stars, such as Anna Magnani and Vittorio Gassman, will be seen on American television this winter, with English dubbings.

Britain has decided to **accept advertising** on its TV programs, but **not sponsors.** In other words the BBC will still be responsible for the programming. The British make this comparison: "The press accepts ads, but they remain responsible for their own news and editorial columns."

Maurice Evans is planning a two-hour version of Macbeth, probably to be soon on the Hallmark Hall of Fame.

The Next Newsletter

The next "newsletter" will include:
An Introduction to ACBB Officers
The Seven Criteria of Franklin Dunham, Chief of Radio-TV, U. S. Office of Education.
News of Good Radio Programs
News of Ways of Getting Good Programs (Please contribute to this department)
Many other short articles.

Listen, This Month, to:

New York Philharmonic Sun., 2:30 p.m. CBS.
NBC Symphony, Sat., 6:30, NBC
Chicago Symphony, Wed., 8:30 MBS.

Would it be a good idea for members of the Council to ask members of their organizations to notice how many times in the coming month they listen to these programs, and hand in their score at the next meeting? "Newsletter" would be interested in your reaction to this question; also to your score sheet, if you make one.

Will Stress Mass Communications

Scholastic Teacher, 33 W. 42nd St., New York 36, N.Y., is running a column, "We Tried This." The editor, W. D. Boutwell, would like to have short reports on how Junior and Senior High School teachers in class discussion helped students evaluate out-of-school radio-TV programs. He is especially interested in evidence of projects along the line of comparative analysis of news commentators. If you know of such projects, will you write to him.

In the same magazine Nancy Faulkner edits a column on radio and television. The September and November issues will carry news of this Council.

Buy the Advertising that Pleases You

When you buy, you are influenced chiefly by the quality of the article, and by how much you get for your money. In these respects competing products are often approximately the same. When they are, do you buy products advertised in ways you like—that is, by excellent programs with acceptable advertising? You buy a certain type of advertising when you buy. Do you encourage the kind of commercial that incites Junior to tease Mom to rush to the store and buy XYZ? Let your dollar follow your taste.

One thing more—**TELL** the merchant that you have bought the product because of the **quality,** plus the **good program,** plus the **good advertising.**

One Joins

ONE JOINS ACBB for two reasons:

1. he knows that those who want programs of quality need to unite on a national basis.

2. he believes citizens should make a little effort to STUDY the quality of programs and EXPRESS their opinions effectively and with force of numbers.

MEMBERS RECEIVE the "Better Broadcasts News Letter," which can serve as a NATIONAL EXCHANGE OF IDEAS and will give NEWS which is difficult to find in current papers and magazines. As membership grows, it will probably be issued monthly except in the summer. Three issues are guaranteed this first year, with more a possibility.

For individual membership, send one dollar ($1.00) to Mrs. C. B. Chambers, 3480-7th St., North, St. Petersburg, Florida.

This month is MEMBERSHIP MONTH. Please use this newsletter not merely to join, yourself, but to interest others. PLEASE ACT NOW.

Some TV Standards

In gathering information for his "Television and Education in the United States," Dr. Charles A. Siepmann asked television networks what they mean by **education** and what their relation is to it. He got this response from NBC, to quote a small part of it from the book:

Education may be taken to mean "the total process by which the individual is brought toward informed adjustment to his society . . . The materials of reality, of current affairs, history, the sciences, the humanities, are inexhaustible and fascinating. The people of our country have an appetite for such materials beyond our ability to predict; . . . We feel that . . . our total programme output on all hours of the day, on all days of the week, over the years, must serve the ends of education in the broad sense indicated by our working definition . . . Negatively, we are convinced that no programme may be excused for contributing to the vulgarization of our viewers, and we have set up stringent procedures to examine, in advance of broadcasts, not only scripts but also costuming, movement and characterization which might offend the home and audience.

"We are working under a long term and well considered plan to involve every programme we have in the task of enlightenment. This means that we count as partners in the task advertisers, advertising agencies, talent agencies, stars, writers, producers, directors and all engaged in the process of production."

This is a remarkable statement of policy. Any network or station that announces such a policy should have the active help of the public in living up to it. A letter of appreciation for a definite program of high quality from individuals would help maintain high quality, especially if the letter were heartwarmingly specific about why the program was fine. Telling friends about its high points will help to build an audience for it, and so keep it on the air. If a letter is to state that some phases of a program might be improved, it would be well to begin with a compliment on the good points.

Dr. Siepmann is Chairman of the Communications Department of New York University. The book (125 pp., $1.00) was recently published by UNESCO, and it is available from the Columbia University Press.

Educational Television

The Resolutions adopted at Minneapolis for 1953-1954 state that the American Council for Better Broadcasts will "work to obtain and support education television stations—and by its efforts and encouragement assist to make educational television programs of compelling interest and value."

As we work in our different areas, one good source of advice will be the Joint Committee on Educational Televson, 1758 Massachusetts Avenue, N.W., Washington 6, D.C. It also sometmes sends out speakers to meetings on Educational TV.

Another source of help is the National Citizens' Committee for Educational Television, Ring Building, Washington 6, D.C. It has a 16mm. 25-minute film, "New Vision for Television." If you want to show it, write for it well in advance. It is popular.

Your name on its mailing list will bring you its monthly **News Bulletin,** which carries encouraging stories like these:

WILMETTE

In Wilmette, a suburb of Chicago, three women, led by Mrs. Leighton Cooney, headed a drive to raise money for Chicago's Channel 11. They roused the whole community. One man offered the use of his printing press. Another gave paper. A clergyman offered the use of the mimeograph. Two publicity writers offered their services. Children in a parochial school wrote a play contrasting present TV with what they hoped educational TV would be.

One leader said: "This pioneering was based on faith in the leadership of the universities, colleges, museums and cultural institutions, and faith that within these institutions were knowledges, skills, and understanding which might now be shared with many people."

SEATTLE

In Seattle the owner of a commercial TV station Mrs. A. Scott Bullitt, sparked educational television. First she scheduled successful educational programs on KING-TV. After two years, she said, "We realize from our experience that there are natural limitations to the ability of a commercial-station to serve fully and adequately the educational requirements of a community."

She gave the Citizens' Committee for Educational TV, television equipment valued at $182,000. The fund-raising campaign went forward. Seattle has now made application for an educational television channel.

NEW ORLEANS

In New Orleans, where a commercial company asked the FCC to set aside the reservation for educational use of a channel and open it to commercial use, citizens were roused. They asked the FCC to deny the request, an action which it has now taken.

The Federal Communications Commission

The FCC has its problems. It consists of seven commissioners with a staff too small for the work that needs to be accomplished. Congress established it, told it to grant licenses to stations that would "operate in the public interest, convenience, and necessity," but has never given it a large enough staff to review stations' past performance to see whether they kept their promises to operate in the public interest.

The public should consider definitely what its interests are. For instance, here is a question.

Newspaper, Radio, AND Television?

Swamped by applications for TV channels, the FCC has been making decisions on licenses for channels for which there was no contest. Now it will consider cases in which two or more applicants want the same channel.

Other things being approximately equal, will it lease such a channel to applicants owning a newspaper or a radio station or both? Or to those not already possessed of one or more means of mass communications?

Different members of the Commission within the last six months have given different answers—1. that in such cases it favored those with no radio station or newspaper; 2, that such ownership would make no difference with the Commission's decisions. It is not a question of **absolute** monopoly of opinion-forming facilities; for one **can** subscribe to magazines and papers with different opinions. The real question, one we should consider most carefully, is this: **Will ownership of newspaper, radio and television (perhaps the only newspaper, radio and television in the area) determine attitudes of the majority,** so that the owners of the mass media will, in effect control elections, the passage of bills in legislatures, etc?

Frequency of Licensing

The FCC has decided, with one dissenting vote, that the licenses of TV stations may be renewed every three years (as with radio stations) instead of every year, as has been required for TV. The reasons given for the change were time saved for the FCC and trouble saved for the telecaster.

Commissioner Frieda B. Hennock gives "the public interest" as her reason for dissenting. For fourteen years, she explains, radio stations were licensed every year, till, in 1941 the Commission concluded, to quote the FCC, that "the broadcasting industry has reached a point of maturity where it appears advisable to increase the license period to two years." In 1943 it was increased to three years. Commissioner Hennock points out that television is relatively inexperienced. With more than 400 TV stations licensed since the freeze (15 months) the television industry has not attained maturity. Furthermore, the FCC has not had the opportunity, in one year, to review the station's, programming to determine whether they are serving the public interest.

To quote the Commissioner, "My disagreement stems from the majority's identification of the 'public interest' with the convenience of broadcast licensees, rather than with higher public interest considerations."

Helps in Evaluation and Discussion Groups

Have you heard several commentators on the same day talking about the same news? A year ago De Alton Neher recorded such excerpts on tape (25 minutes). It is an excellent spring board for discussion. It can be had for the cost of tape, dubbing, and sending. But order well in advance.

"The Listener Speaks Again," 2,000 words, 1953. (10c) suggests standards for programs. It was prepared by the San Francisco Branch of the AAUW, 1840 Clay St., and may be ordered from the Branch.

"The Radio Listener's Bill of Rights," 1947, by Charles A. Siepmann, gives the set-up of radio in the United States and the reasons why the people can have influence on it. 17,000 words, 20c. Anti-Defamation League, 212 Fifth Ave., New York 10, N.Y.

"Let's Learn to Look and Listen," revised 1952. Experts suggest how to evaluate different types of programs. 35,000 words, 50c.

"En'oving Radio and Television," revised 1952. Suggestions for discussion groups in evaluation and for writing letters to stations. 35,000 words, 50c.

For the last two, write Mrs. Gerald Mueller, Eagle Heights, Madison, Wis.

Any of these are good for group discussion or for individual reading.

These "Better Broadcasts Newsletters" are a bonus for ACBB membership, $1.00 a year for individuals Mrs. C. B. Chambers, 3480, 7th Ave., N., St. Petersburg, Florida.

Jack Rourke
Please return
L. M.

Better Broadcasts

423 N. Pinckney

Madison, Wis.

Mrs. W. W. Argow, Editor

Better Broadcasts, Better World

RADIO-TV, EVERYONE'S RESPONSIBILITY

Published by the:

AMERICAN COUNCIL FOR BETTER BROADCASTS, a non-profit, co-ordinating organization, formed to correlate the efforts of scattered groups and individuals for better radio-TV programming.

Sample Copy

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News Letter

OCTOBER 1, 1954

NUMBER 6

One Dollar Brings You Membership in ACBB

Radio and TV are the source of much of our information and entertainment. They are educators and creators of public opinion. They enter our homes and influence our way of life. As individual citizens we have little say about what is provided by these powerful media. We can only choose from what is available, or do without. As members of the American Council for Better Broadcasts, however, we become part of a national organization dedicated and actively working to retain the good programs now on the air and through cooperative efforts and Look-Listen projects, to secure the best possible programs in all lines for American viewers and listeners.

October has been designated by ACBB as individual membership month and we hope that new members and local groups along with renewals and state and national organizations will swell membership and increase the effectiveness of the Look-Listen project and the numerous other activities of ACBB.

A one-dollar membership in ACBB makes you a part of the national organization, brings you five issues of the ACBB Newsletter, gives you the privilege of participating in the 1954-55 Look-Listen project, gives your group the compiled results of that project and provides you with the opportunity of making your voice heard in the use and development of radio and TV. When a local group joins ($1.00-$3.00, depending on number of members) and ten of its individual members, ACBB offers to provide the cards free as well as the other material for the Look-Listen project. Thirty persons monitoring and evaluating radio and television, discussing their findings and comparing them with those of others across the nation, can be real forces for better radio-TV and for understanding and respect between broadcaster, radio-TV stations and the public.

There is no time like the present to send a dollar for membership in the American Council for Better Broadcasts, 423 N. Pinckney St., Madison, Wisconsin, and to encourage your neighbors and organizations to join. Also, what could be a better gift to friends and relatives than a membership in ACBB? Increased membership in this organization will mean increased value to each member as well as the public. The cost is within the reach of everyone. Let us meet the challenge and have a voice in this great force in American life.

Mrs. Randall C. Hill, Vice-President

ACBB Calendar

OCTOBER — MEMBERSHIP MONTH—If possible, join, or renew membership in October.

JANUARY — LOOK-LISTEN PROJECT closes January 31. In ordering material from Mrs. G. F. Matthews, 4539 Winnequah Road, Madison, Wis., please state probable number of participants. The Project is discussed on p3.

APRIL — ANNUAL CONVENTION at Columbus, Ohio, April 15, 1955, the first meeting being combined with the last session of the Institute for Education by Radio-TV. Mealtime meetings of committees and Board of Directors will be held April 13 and 14.

Music

Unwise To Spurn Classics

From **Variety** we quote part of an article:

"It should have become apparent to WNBC by this time that its 'Music through the Night' in its original format is certainly the NBC flagship's best bet for the early morning hours. Yet the station has persisted in juggling (it) so as to make it lose the identity that it established a couple of years back when the all-classical music format had the whole industry talking . . . Latest innovation is use of pop music in the first hour (12-1 a.m.) with classical music the rest of the way."

Two instances are cited of other stations moving in with classical music where NBC had substituted popular fare; the question is then asked: "Then why the pops, just at the hour when classical music would be most effective?"

Classics Preferred

CBS has found that classical music is preferred on its "Music 'Til Dawn" all-night show. Listeners were polled by a "Request Week" in Boston, Washington, New York, Chicago, Detroit, and San Francisco. Out of 4000 replies, 2700 requested classical selections; 1,070, semi-classical; and 600, popular. Men sent in more than half of the requests.

AMERICAN COUNCIL FOR BETTER BROADCASTS

a **coordinating organization**

PURPOSE:

1. to **stimulate** the broadcasting of good radio and television programs;
2. to **study** in order to arrive at standards for judging programs;
3. to **encourage** radio and television stations in fulfilling their obligations to "serve the public interest, convenience and necessity."

KEYNOTE: APPRECIATION of the good, and MORE DEFINITE APPRAISAL of all.

MEANS OF EXPRESSION: a project of evaluating programs in which all can join —this year the Look-Listen Project, described in column 1.

NEWS TO MEMBERS: News of radio-TV and of what other listeners are doing and can do—the NEWSLETTER, with FIVE issues this first year.

MEMBERSHIP is open to organizations and individuals who are not professionally engaged in radio-TV or programming for them.

DUES are nominal: individuals, $1.00; Local groups of fewer than fifty, $1.00; 50-200, $2.00; over 200, $3.00. State groups, $10.00. National groups, $25.00.

Send checks **direct** to Council headquarters, 423 N. Pinckney, Madison, Wis.

Should you like to clip and send to ACBB

423 N. Pinckney, Madison, Wis.

MEMBERSHIP BLANK

I enclose $1.00 for individual membership:

Name.....

Street.....

City..... State.....

Dues and names of friends

.....

I add .....

THEY WORK FOR BETTER RADIO-TV

American Legion Auxiliary

Writing in the national magazine of the American Legion Auxiliary, Mrs. J. Howard McKay, its Radio-TV Chairman, applauds results of the ACBB Project:

"**Broadcasters** and **sponsors** value this method of expressing opinion because it represents the reactions of many people and also answers many questions missed by telephone surveys, such as 'What were the good and bad **features** about the program?' In the process, they discover that they can no longer judge the effectiveness of a program by the number of listeners it has, because (and this is a surprising fact) people do tune to programs they consider inferior, and they do it for a variety of reasons: Because there is nothing better available; because they find the sound relaxing whether they are listening to it or not; because of the necessity of listening to the choices of other members of the family.

"**Listeners** enjoy taking part in the Look-Listen Project because it encourages the monitors, during the brief time the program is on the air, to get out of the rut of their listening habits and to attend with fresh eyes and ears to what is being presented. They end up knowing not only whether or not they **like** the program but, more important, **why** they do (or do not, as the case may be). The answer is important to the whole family, since most families own but one TV set and therefore it is the whole family's enjoyment that is at stake. . ."

American Association of University Women

Dr. Susan B. Riley, the President of the American Association, writes of the Look-Listen Project, "The project is still in my thinking one of the most practical approaches which have been devised for testing popular reception of radio and TV programs." Many branches of the AAUW across the country participated in the 1954 project.

Dr. Eleanor F. Dolan, Higher Education Associate in AAUW, has recently prepared a descriptive Bibliography of Radio and Television, classified as to subject matter.

United Church Women

Last year the United Church Women made a survey of children's programs and reactions to them in one area. The most arresting conclusion it reached was that programs on the air for children, with very few exceptions, made no constructive contribution to the children. Such a conclusion gives food for thought.

National Council of Teachers of English

Members of the National Council of Teachers of English are active on the ACBB Committee on Schools and Colleges.

Many State Groups Cooperate

CALIFORNIA

According to recent reports, Miss Lulu Bredlow, Radio-TV Chairman of the California AAUW, is planning three practical workshops on Radio-TV. Each will feature: a demonstration of developing criteria for evaluating a TV program; a panel composed of students who will show how the reading habit can be dramatized; and a discussion of the teaching of radio-TV program evaluation to high school students. A report will be made on "Leaves and Dials," a project started by the former chairman, Mrs. William Haupt, which encourages better reading for children by means of radio-TV. The Look-Listen Project will be explained. Last year this group contributed significantly to the Project.

ILLINOIS

May 15, 1954, at the Annual Meeting of the Illinois Council on Motion Pictures, Radio, Television, and Publications, one of the three state groups suggesting the formation of ACBB, Mrs. Louise Trask Conn told of the aims of ACBB. She said of it: "It provides information about radio and television and what other listeners are doing, and sharpens one's faculties of evaluation and serves as a channel through which we can express our opinions effectively. Monitoring for the Look-Listen Project keeps us reminded that in evaluating programs it is as important to express **praise** as to **complain.** Sometimes stations work hard to produce a fine program and you and I enjoy it, and say nothing. In total discouragement, the people back of it take it off the air, thinking no one cared for it; and they will be doubly reluctant to try a similar program.

"The Look-Listen Project is, therefore, an important project for all groups and citizens. It is your opportunity to help develop the kinds of programs you feel are in keeping with our American heritage; for listeners, their children, and the nation are being molded by radio and television."

MASSACHUSETTS

The Massachusetts Association for Better Radio and Television sent to its members requests for opinions. Many respondents requested more programs such as: "Voice of Firestone," "Life is Worth Living," "Omnibus," "Victory at Sea"; more educational programs for children, forums, religious programs, and good music; also for initiation for Foreign Language Programs and kinescopes of foreign TV programs.

LOCAL GROUP ACTIVITY
Levittown, New York

SOME STUDY HELPS

In preparation for two weeks of monitoring of network programs for the Look-Listen Project, January 11-24, 1954, the Levittown, N. Y., branch of AAUW had one meeting on the subject, a week before January 11. Mrs. F. G. Salfeety reported it:

"Books, booklets and articles had been collected and distributed a month or so before the meeting. At the meeting we touched on the most important or pertinent points in the booklet, "The Radio Listener's Bill of Rights" by Charles A. Siepmann; the chapter, Public Service Programs in the book, "Radio—the Fifth Estate" by Judith Waller; the chapter, What Every Production Director Should Know in the book, "Radio Production Directing," by Albert R. Crews; the booklets, "Let's Learn to Look and Listen"; the booklet, "The Listener Speaks Again"; the booklet, "Enjoying Radio and Television"; as well as a few newspaper columns by Harriet van Horne, John Crosby, and Jack Gould."

The four booklets mentioned sell at a small total of $1.40. The two books from which chapters were used are probably in your library.

NOTE: From members at all levels (national, state, and local) it is helpful to us in passing on your experience to others, if copies of reports you prepare for your groups are also sent to ACBB Headquarters, 423 N. Pinckney.

Trend Toward Monopoly of Mass Communications

Where an area has only **one newspaper** and **its** owners own **the one radio station** and own (or seek to own) **the one television** station, the danger of thought control is obvious. One of the first things that Nazis and Communists have done is to seize the facilities of mass communication. This condition exists in many parts of the United States. Nothing untruthful need be said to give an untrue picture—merely important parts of the truth omitted, one side given—in short, the supply of information controlled.

No Villainous Intention

It is natural that purveyors of news should acquire radio stations which spend part of their time giving news. Even more natural that radio stations should want to acquire television, with its similarity in programming. All this with no idea of controlling thought. But what happens when a public issue touches the coffers of the owners (and so many issues do touch private purses)? It takes people of shining honesty and well trained, analytical minds to detect where their own prejudice (not their reason) dictates their choosing of facts to present. Some will do better than others. But, in general, will a fair, balanced picture of the issues be given?

That question is back of the resolution to "recommend that studies be made of the trend toward monopoly of mass communications," passed last April at the ACBB Convention. What agency may undertake such a study has not yet been ascertained.

Meantime, during this October residents of areas where the newspapers, the radio and the television are controlled by the same people will have a chance to notice whether the news reports they get are balanced. That is, they can judge well if they read papers and magazines that give many points of view.

Keeping a log of the presentation of news can be an exciting game:

1. Select what you consider the four most important issues in the fall political campaign;

2. Keep track during the last week in October of the three most important daily newscasts or commentaries and newspaper items;

3. List the important news items not mentioned in each.

That will make an interesting record. If you prepare such a report for yourself or to give to some organization, won't you please send a copy also to ACBB Headquarters. Some of your observations may help to give direction to a study of present practices.

NEEDED: SALESMEN

Under the caption "Needed Salesmen" an editorial in **Broadcasting-Telecasting** said in June, 1954: "Within the past month a number of important advertisers have criticized the quality of salesmanship in contemporary broadcasting, particularly in radio. In essence their criticism is that broadcast salesmen don't know how to sell."

Some time ago, Jack Mabley wrote: "I'm not against commercials—I just like 'em painless. No superlatives. No harsh irritants. Informative."

INDICATOR OF OPINION

One method of alerting thought about radio-TV programs, preparatory to the Look-Listen Project, is being tried by the Wisconsin Association for Better Radio and Television—the Indicator of Opinion.

We reprint it for those who wish to use it. Copies of it may be made for use in groups. In sending results to ACBB Headquarters, 423 N. Pinckney, Madison, Wis., please send in the number of Yeses and Noes for each question—not merely the report of the majority vote. And please send in a report if your group uses the Indicator, won't you?

The PURPOSE of the Indicator is to give listeners a few interesting and definite points to consider before taking part in the Look-Listen Project (that Project being our important undertaking); also to inform broadcasters and sponsors of these opinions.

A. NEWS

1. Do you know what preparation news commentators have for weighing the importance of news? For instance:

Has your favorite commentator, ...,
a) a college education? Yes.... No....
b) extensive foreign travel? Yes.... No....
c) experience on a newspaper noted for giving both sides of questions? Yes.... No....

2. Do you hear news commentary which gives you a clear understanding of other nations' points of view when they differ from that of the U.S.? Yes.... No..... If so, Program ..... Time.....

3. a) Do you ask yourself, when a newsman presents one side of a question, whether there is another side? Yes....No.....
b) In the last month, have you sought the other side by:

1. listening to a commentator who is impartial or who has a different slant? Yes.... No.....

2. reading a newspaper or magazine with a different slant? Yes.... No.....

B. PLAYS

1. a) Do dramas of family life have always to be funny to be entertaining? Yes.... No..... Or does occasional anxiety over some member of the family hold your interest? Yes.... No.....

2. Should violence or the threat of violence be **the only (or even the main)** element of interest in a play for children? Yes.... No..... Or for adults? Yes.... No.....

3. Do most broadcast plays you hear reveal greatness of spirit in the hero? Yes.... No..... Or merely his getting what he wants for himself (girl, money, position)? Yes.... No.....

C. CHOICE OF TOPIC:

If you could get programs on these subjects, to which would you listen? Please check:

1. Other countries ....
2. Books ....
3. Child study ....
4. Travel ....
5. Science ....
6. Health ....
7. Household management ....
8. Business trends ....
9. Our foreign policy ....
10. Everyday psychological problems ....
11. Stories of the past of our country or community ....

D. ADVERTISING

1. Do you buy products advertised on TV or radio because of the advertising? (check one): a—Often .... b—Occasionally .... c—Almost never .....

2. If you buy because of broadcast advertising what entices you to do so:

a) Information about new products or new features? ....

b) Information about other people's using it? ....

c) Information about the producer's development or good policies? ....

d) Repetition of name or advertising slogan, only? ....

3. Within a month have you been deterred from purchasing a product by broadcast commercials that are:

a) long ....; b) loud ....; c) repetitious ....; d) inserted as extra advertising between two programs ....; e) interrupting program every five minutes? ....

4. When shopping, do you say you are buying (or not buying) a product because of the quality of the program or of the advertising? Yes.... No.....

E. GOOD TASTE AND GOOD MANNERS

1. Is national and world solidarity helped by jokes which ridicule a whole class (Negroes, Englishmen, mothers-in-law, Baptists, etc.)? Yes.... No.....

2. Do you consider it: constructive ....; destructive .... to overstate the power and goodness of our country: e.g. introducing the president of the U.S. as the "first citizen of the world"; calling ours "the most generous nation on earth"? Yes.... No.....

3. Do you find some early evening TV programs are are not suitable for the whole family? Plays of family situation? Yes.... No..... Mysteries? Yes.... No.....

F. CHILDREN'S PROGRAMS

1. Is there sufficient variety in programs for children? Yes.... No.....

2. Are constructive programs of music...., adventure...., information...., readily available to children aged 8-13? Yes.... No.....

3. Do most children's programs promote desirable standards of conduct? Yes.... No..... Or do they glorify undesirable types of behavior? Yes.... No.....

4. Within the month have you listened to programs intended for children: often ....; three times or more ....; once ....; not at all .....

Program Trends, 1954-55

In television the trend is toward longer programs, the expense being met by alternating or multiple sponsorship. ABC already has scheduled four hour-long dramas. Center Stage, which alternated with U.S. Steel Hour this summer, changes its name to Elgin Hour—but not its quality, Tuesday, 9:30-10:30 p.m. EST. Kraft Theater will appear Wed. 9:00 p.m. on NBC; Thursday, 9:30 p.m. on ABC. Lux Theater will be seen Thursday at 10:00 p.m. on NBC. Disneyland, ABC, 7:30-8:30 p.m. Wednesdays, is a full hour show.

The advantages of the ninety-minute presentation have been demonstrated by "Omnibus," a very popular program last year. It returns to CBS-TV, Sunday, October 17.

NBC will feature several "spectaculars', most of them ninety minutes long. The first of these is a two-hour presentation of "Macbeth" with Maurice Evans, sponsored by Hallmark. With this emphasis on big shows, networks are vying with each other for well known artists and producers.

Firestone, 7:30 Mondays on ABC;

LOOK AND LISTEN

Look and listen and tell what you think. It's simple, effective. It is the method of the Look-Listen Project, the one undertaking of this year in which all groups cooperating in the American Council for Better Broadcasts will urge their members to take part.

Each person is asked to listen to eight programs on one network between 3-10 p.m. and check them as good, excellent, mediocre, or poor, and tell why they checked as they did. The overall report, summarizing all these individual reports is sent to broadcasters, sponsors, and the Federal Communications Commission which licenses stations. Because sponsors and broadcasters are asking themselves (in early spring especially) what changes to make in programs, it is necessary to get individual reports to Headquarters by JANUARY 31.

Many, many reports are necessary for maximum effect of the Project. Those controlling programs would like to know, if possible, what everybody thinks of their programs. The nearer the Project comes to being a total report, the more influential it is.

The Project is also helpful to those who report. One needs to know what he wants if he is to get it. One can't think what it is he likes and does not like about a program without becoming more sure what it is that he wants.

This project is not like the surveys of commercial rating bureaus; for it emphasizes opinions of programs. It is complementary to them.

It is the chance for people to attend to their business. The air waves belong to the people. They are responsible for expressing themselves on what is being done with them.

The first step in taking part in the project is to get supplies. They are sent without cost except the cards, which are three cents per person. However, you belong to some local group which would probably want to have a part in helping this project. If it and ten of its members join ACBB, cards for as many as thirty participants will be sent without charge. Dues are nominal; so this should not be difficult. Each member gets five copies a year of the Newsletter.

Send for material to Mrs. G. F. Matthews, 4539 Winnequah Road, Madison, Wis., in plenty of time so that you will have everything by early January, or before.

INFORMATION FOR TEACHERS

A special 24-page section of Scholastic Teacher for October 6 will be devoted to new TV and radio programs having some merit for schools.

"Listenables and Lookables" is now becoming a regular weekly service in all teacher editions of Scholastic Magazines.

For NEWS and GETTING ACQUAINTED WITH PEOPLE, PLACES, AND THINGS, Edward R. Murrow is back on CBS with "See It Now" Tuesday at 10:30 and "Person to Person" Friday at 10:30; and will have a program for young people in the manner of "Person to Person." It will consist of interviews of young people and will be called "Youngsters."

Sunday afternoon is especially strong in programs of general information on most of the networks.

MUSIC is all but absent from television.

A New Age

By Dr. Louis Forsdale, Asst. Professor, Teachers College, Columbia University

A friend of mine who is a teacher of science once described for me the plight of science teachers in these times. "In college I learned my physics well enough," he said, "but when the atom bomb exploded much of my learning became obsolescent. Now I have to give myself a college course every day to keep up."

I remember that comment today because it states so well a parallel problem which faces those of us who are English teachers. Our subject has been changed too, not by fission and fusion, but by the new media of communication—film, radio and television. There was a time when English teachers could work almost exclusively with the skills of reading, writing and perhaps speaking, for the basic media of communication were print and face-to-face speech. Then in rapid succession the three new media changed our communication environment. As my colleague, Professor Lennox Grey, has pointed out, it is probable that for most people today the bulk of their literary experience comes not through print but through radio, film and television. If this is true—and I have no reason to doubt it—then English teachers must turn their eyes and ears to the newer media and study them. And to the traditional skills of reading, writing and speaking, we must now add **listening** (to radio, for example) and **observing** (film and television, for example).

While accepting this new obligation, English teachers must learn enough about the newer media to help their students discover the best which each medium has to offer, and this is a difficult assignment. After all, we have been trained to understand, respect and teach about **words,** generally printed words. Now we are faced with a medium like television which combines picture, language, sound and music in mutually reinforcing fashion.

How can English teachers (and other teachers) go about the job of becoming students, and subsequently teachers, of the newer media? The Committee for the Study of Television, Radio and Film of the National Council of Teachers of English is studying that problem, along with other problems, but materials are not as yet available from this group. Meanwhile I have made a list of suggestions, for myself mainly, but also for others who may be reading over my shoulder. These suggestions concentrate on television because that ubiquitous and attractive medium urgently calls for our attention, but with a little verbal juggling you can read radio and film into each of the suggestions.

1. Watch television. Before you can help students gain discrimination in viewing television, you need to know the medium from personal experience. (Still I know teachers who refuse for one reason or another to watch television.)

2. Look at everything — baseball, wrestling, soap opera, news, commentary, musical programs, and look at them without preconceptions.

3. Accentuate the positive. In all of your television viewing, seek the best. It takes but little talent for a mature adult to spot poor programs, but it is a truly creative task to identify the fine programs which fleetingly appear on the screen.

4. Don't praise or condemn programs by categories. All Shakespeare on television is not necessarily good; all crime drama is not necessarily bad.

5. Evaluate television in terms of its own potential, its own problems. Seek actively to discover the unique genius of the medium. Look at drama, for example, as **television** drama, not as stage drama.

6. Watch creatively for new talent among writers, designers, actors. There are serious workers in the new medium whose names are not generally known in other media (the Chayevskys, Footes, Segals, Gitlins, Murrows, among them).

7. Read the critics and discuss programs with friends and colleagues, but in the last analysis stand by your own opinions.

(In two future articles I hope to discuss some procedures which English teachers might use to help students gain discrimination in viewing television, and then make some observations about the peculiar nature of drama on television.)

NEWSLETTER, NOVEMBER 15 will contain a Selected Bibliography and Guest Editorials.

EDUCATIONAL TV

The National Citizens' Committee for Educational Television says, "When doctors, lawyers, businessmen, housewives, boy scouts, girl scouts, all representing national organizations, but perhaps more important representing the interest of Americans in improving themselves—if all these people in hundreds of communities can amass more than $15 million in assets, as is the case, then it would seem that educational television is on a firm base."

Before application for a license is made, there must be fairly good indication that money to build and operate the station will be forthcoming. It takes time for the public to become informed and to see that money is available. Yet in almost every area that will be served by channels now reserved for education, citizens are working to raise money for them.

Federal Communications Commissioner Rosel Hyde has assured educators that they will have the channels reserved for them as long as there is interest in them. Last April this Council (ACBB) recommended the retention for education, for at least ten years of all television channels now reserved for educational purposes.

HOUSTON

The University of Houston gives 16 telecourses. The psychology course reached 10,000 people. The cost of the station was $300,000; its operation, $65,000 a year. These courses are expected to save the university $10,000,000 in its building program. Oklahoma and Houston are experimenting with 600 people in home nursing to see whether classroom or Educational TV produces the better results.

MICHIGAN

The University of Michigan surveyed the audience for its Sunday afternoon educational program over WWJ-TV, Detroit. A state-wide audience of 800,000 sees it. A larger portion of people in the middle and high income brackets watched it than those receiving less than $3000 a year. But even one-fourth of the low income group had seen the University program. About one-third of the adults with grade-school education and two-thirds with a college education said they were viewers of the program. In other words, a great many people in all groups of our society want to know—enjoy learning.

American Council for Better Broadcasts, Inc.
423 N. Pinckney, Madison, Wis.

MEMBERSHIP—open to groups and individuals who will work to encourage better radio-TV programming (professional broadcasters excepted).

DUES—National Groups	$25.00
State Groups	$10.00
Local Groups (over 20)	$3.00
50-200 Members	$2.00
Less Than 50	$1.00
Individuals	$1.00

NEWSLETTER—5 issues annually to each member. Subscription price to non-members, $1.00 for 5 issues.

BETTER PROGRAMS FOR YOUTH? A PLAN

Part of the ACBB Program for 1954-1955

For twenty years and more respected bodies of adults have inveighed against the abundance of violence on programs for children—a legitimate complaint. Favorable results have not followed. Statistics show that today there is more violence than ever before on the air, especially in children's programs—proof that complaint, ALONE, does not bring results. **Is the public helpless? Or Is It Time for a Plan?**

To change the picture, three things are obviously necessary:

1. **existence** of constructive, entertaining (though not necessarily fictional) programs for young people at the peak of their listening time;

2. **teaching** in the schools of criteria for evaluating programs at home;

3. encouragement by home and community of such programs and such teaching. As the good programs become popular, the poor will give away. Programs will really change for the better.

To encourage such a program of action was the decision of the ACBB Convention. It emphasized that **a full hour** of constructive programs for the older child was desirable between 5-6 p.m. and for the whole family between 7-8 p.m.

Does This Happen By Itself?

Members of ACBB: 1. can see that our Headquarters, 423 N. Pinckney, Madison, Wis., receives news of such **full hours** of interesting, constructive programming, 5-6 p.m. and 7-8 p.m. daily;

2. can ask teachers to help the children to arrive at standards of excellence in programs;

3. Can encourage in their communities a sensitiveness to the worth of the programs between 5-6 and 7-8 p.m.

Won't **YOU** do one of these things?

All stations are invited to send their schedule of programs for these hours. We can give some publicity in the Newsletter, and by letter to members in different areas. We have now the schedules from three stations which have young people in mind as they program.

BOSTON UNIVERSITY

To:

From:

Subject:

Does LAM have copy of directory mentioned in middle of page one?

THE NSSC NEWSLETTER

Vol. III, Number 2 May 1, 1955

Advisory Group Aids AFROTC Officials

The NSSC Advisory Committee to Hq, Air Force ROTC, met at Maxwell Air Force Base, Alabama, on April 7-9, 1955, to serve as consultants on the revision of materials for the Air Force ROTC Communication Course.

Pictured above are: (seated) Col. Henry Dittman, Chief of Staff, Hq, AFROTC; Elwood Murray, Committee Chairman; Col. John Crosthwaite, Deputy Commandant, Hq, AFROTC; John Keltner; Paul Bagwell; Col. D. W. Cox, Chief, Education Branch, Hq, AFROTC. (standing) Ralph Nichols; Merle Ogle, Chief Educational Consultant, Hq, AFROTC; Francis Cartier, Educational Specialist, Hq, AFROTC.

Harwood Plans Five Convention Meetings

Plans are being made for five sectional meetings on communication problems at the NSSC National Convention in Los Angeles in December, 1955, according to information received from Ken Harwood.

Section meetings and chairmen are as follows: "Communication Disorders," Herold Lillywhite; "Developments in Information Theory and Communication," Elwood Murray; "Literature as Communication," Ralph Allen; "Communication in the Military Service," Major Ed Holder; and "Problems of Adult Education and Communication in Businss and Industry," P. E. Lull. The last section meeting named will be sponsored jointly by NSSC and the SAA Committee on Speech and Adult Education. Earnest Brandenburg is coordinating the planning of this joint meeting.

Directory Is Enclosed

Included as an insert with this issue of the **Newsletter** is the 1955 Directory of NSSC Members. In addition to the master list which is alphabetically arranged and includes name, address, occupation, special interests, type of membership, and years of membership, the members are listed by state or country, occupation, and special interests.

A limited number of extra copies of the insert are available for 50c each from the Executive Secretary.

Summer Conference To be at Michigan State August 26-29

The Third Annual Summer Conference of the National Society for the Study of Communication will be held August 26 to 29 at Butterfield Hall, Michigan State University, East Lansing, Mich. All details and arrangements for the conference are being planned by the Central Michigan Society for the Study of Communication.

There will be no limit to housing facilities available. The Continuing Education Service will provide new dormitory and Kellogg Center facilities for the use of those attending the conference. Because the Continuing Education Service will handle meals and housing, those who attend the conference will be able to attend as many or as few of the four days of the conference as they choose without needing to pay housing and meal costs for the entire conference.

Families are wanted at the conference according to a recent communique from Russ Jenkins, chairman of the Summer Conference Committee. At least one session will be devoted to communication in the family. The housing facilities are "good for families", Jenkins emphasized.

Committee chairmen for major activities are: Publicity—Paul Bagwell; Planning — Robert Starring; Program — Russ Jenkins. Other members of the program committee are: Charles Irvin, Walker Hill, Homer Scott, Louis Cherbeneau, Alice Cherbeneau, Edgar DeForest, and William A. Peterson.

Donald E. Bird is conducting a survey of the listening activities and problems of 200 hospital dietitians for the American Dietetic Association. He will report the results of the survey at the ADA national convention in St. Louis on October 18-21, 1955.

THE NSSC NEWSLETTER

Published quarterly by the National Society for the Study of Communication and distributed to NSSC members.

EDITOR—Dr. Donald E. Bird, Executive Secretary, NSSC, Stephens College, Columbia, Missouri.

Committees Need Help

I would like to hear from the membership on specific projects each of you think should occupy the attention of one or more study and research committees. If you have access to methods, personnel, data, areas that might be valuable in carrying on a particular project, let me know.

Some of the specific suggestions for study and research which have been made are: (1) A study of jargon; (2) A study of the effect of stress upon words; (3) A study of the direction of meaning; (4) A study of the irresponsible use of language; and (5) A study of the mis-use of language in important Congressional hearings. What do you think of these suggestions?

—*Joe Baccus*

We Are too Academic!

It has been brought to my attention that the tenor of our publications is primarily academic, and addressed mostly to members of the academic profession. While this is true, it is not what was intended by those who organized the Society.

One of the principal reasons why I joined NSSC in its first year was the hope that the new organization could go beyond the capabilities of any one group, and do something useful by combining the capabilities of communication-minded people from all the academic disciplines with those of similar people in business and industry and government. However, NSSC was sparked at first, and for the most part is still sparked, by teachers or former teachers. This may explain the tenor of our publications, but it also confesses that as yet we have not succeeded in establishing an enterprise which utilizes the forces of a full partnership of people from many professions.

Effective communication is a concern of all leaders, and the study of communication is an exercise requisite to success in any leadership function, such as being a good parent, or a good teacher, or a good administrator or executive. NSSC can do its best work by coordinating the efforts of capable persons in all lines of endeavor.

Our editors, however, can publish only what is submitted. Only as our non-teacher members come through with something to print can the tenor of our publications be modified. Our editors do in fact bend over backward to publish everything that is submitted by representatives of business or government.

—*Burt Byers*

Chapters Have Value

(Editor's Note: When the Portland Chapter was re-organized in February, nine members addressed a letter to interested persons setting forth clearly and aptly the purpose and value of the local chapter and its relationship to NSSC. I am quoting from that letter, hoping that the ideas may be helpful to members of other local chapters and to persons considering the organization of new chapters.)

"The purpose of a local chapter should be to bring together people from various walks of life who are interested in and working on the problems of communication, people who, in addition, recognize the special value for such ends of a national group which sponsors study and activity in all parts of the nation and in various groups whose policies and principles influence the course our culture takes in its growth."

"The chief value of a local chapter, aside from furnishing a channel of communication with the national organization, would be that through it the members would be kept systematically informed of the insights and developments among our local members as to the nature and problems of human intercommunication processes. But that is not all. At least two or three other values ought to be listed: the opportunity to explore the importance of the insights and developments in our field of interest for each other, our families, our community, and our enterprises; the opportunity, also, for members to explain their own methods of using communication in personal and/or group relations—and to receive constructive criticism of those methods; and the satisfaction, ultimately, of making a contribution at the grass-roots toward the improvement of human life by the influence of our chapter upon the growth of individuals."

Committee Reports

Colleges and Universities

Immediate objectives of the committee are: (1) To determine the curricular structure of a course in communications; (2) To submit the course to NSSS members for examination and refinement; (3) To publish the results in the form of a syllabus; (5) To submit the syllabus to educators for possible use; (6) To seek to bring institutions, course and teachers together; and (7) To stress experimentation in summer session activities.

—*Granville Basye*

Elementary Education

The specific tasks which we shall tackle this year are: (1) Development of basic principles upon which to build communication programs for elementary schools; (2) Development of specific objectives for such programs; and (3) Evaluation of existing programs.

Committee members are Mrs. Dorothy Miller and Frank Roberts.

—*Delpha Hurlburt*

Family and Community

Two projects for the current year are: (1) A study of recent attacks on public education in relation to parent-child, family-community communication; and (2) An exploration of language and non-language symbols of the marriage relationship as these symbols relate to the problem of an excessive divorce rate.

Theodore Johannis is a new member of the committee.

—*Elwood Murray*

Mass Media

Committee objectives are as follows: (1) To collect information and data about mass communication and make it available to interested persons through the publications, conventions and other facilities of the society; (2) To provide concrete guidance and assistance to persons working on problems in mass communication.

(3) To develop programs in mass communication at the meetings and conventions of not only the society but of other interested organizations as well; (4) To identify existing problems in mass communication and find the appropriate agencies or individuals to seek solutions; and

(Continued on page 10)

AERT Journal? Have jacks file in AERT data

Journal Has 174 Library Subscribers

According to John Auston, Business Manager of the *Journal of Communication,* 174 libraries subscribe to the *Journal.* Included among the library subscribers are: 100 Air Force ROTC Detachments, 59 colleges and universities, and six industrial concerns.

The library subscribers are: University of Alabama, American Machine and Foundry Co., American Management Association, 100 Air Force ROTC Detachments, Air University, University of Arkansas, Ball S.T.C., Bell Telephone Laboratories, Boston University School of Education, Boston University School of Public Relations & Communication, University of British Columbia, Brooklyn College, Clarion S.T.C., Colorado State College of Education, University of California at Berkeley, Claremont Colleges, University of Colorado, Columbia University Teachers College, Consolidated Mining & Smelting Co. of Canada, University of Denver.

University of Florida, Florida State University, Fordham University, Fresno State College, General Electric Co., George Peabody College for Teachers, University of Georgia, Indiana University Adult Education and Public Services, Indiana University, University of Iowa, Iowa S.T.C., University of Kansas, Kansas State College, Kinokuniya Book Store, White Plains, N. Y.; University of Leeds, England; Lincoln University, University of Maryland, University of Maryland Speech Department, University of Miami, University of Minnesota, University of Minnesota Farm, University of Missouri, University of Michigan, Michigan State University, Michigan State University Improvement Services, Eastern New Mexico University, New York City Bureau of Curriculum Research, New York Public Library, Northern Illinois S.T.C.

Northwestern University, University of North Carolina, University of Oklahoma, Oregon State College, Ohio State University, Ohio State University Speech Department, Oberlin College, Pasadena City College, Penn State University, University of Pittsburgh, Portland State Extension Center, San Diego State College, San Francisco State College, University of Southern California, Southern S.T.C., Springfield, S. D.; Stanford University, Stephens College, *Time* and *Life* magazines, Tulane University, University of Washington, West Chester S.T.C., West Virginia University, Western Electric Co., D. W. Wofford.

Chapter Reports

Portland

The Portland Chapter held informal meetings for a year and a half before deciding to submit to formal organization. In January, 1955, a letter announcing the decision to organize as a study group and to limit membership to NSSC members was sent out.

At the February meeting Paul Ventura was elected president, and Marguerite Chestnut was elected secretary-treasurer. Plans for the year were outlined. On March 10 Mary Haight related her experiences at the First Annual Northwest Training Laboratory in Group Development at Friday Harbor.

The April 14 meeting was an open meeting to which non-members were invited. The topic was "The Methodology of General Semantics"; Herold Lillywhite and Marguerite Chestnut were co-chairmen.

Future meeting dates, topics and chairmen are: May 12, "The Advanced Methodology of General Semantics," Herold Lillywhite; June 9, "Comparative Study of Groups in Action," Mildred Iverson; July 14, "Clinical Method in Communication Disorders," Paul Ventura.

Members of the Portland Chapter are: Ralph Allen, Curtis Avery, Robert W. Blakely, Marguerite Chestnut, Shirley Coate, Ruth Dunham, Elizabeth Elliott, Mary Haight, Mildred Iverson, Dr. Lena Kenin, Herold Lillywhite, Father Wm. McDowell, Beatrice Peterson, Dorothy Prinzing, Joseph W. Quick, Charles Schmitkin, and Paul Ventura.

—*Paul Ventura*

Denver

At the January meeting John Wilcox was elected president, and Lucille Mayfield was elected secretary-treasurer. Charles Merrifield, Ruth Kirk, and Elwood Murray were elected to the program committee. "Communication in Denver" was chosen as the theme for the year.

"The Three Levels of Orientation and Communication" were discussed at the February meeting by Charles Merrifield and Sagg Foster.

President Announces Operating Committees

President Burt Byers recently announced the personnel of the operational committes of NSSC for 1955. They are as follows:

Auditing — Earnest Brandenburg, chairman; Orville Hitchcock, Dave Grant. *Constitution* — W. Arthur Cable, chairman; Herold Lillywhite, Elwood Murray, Charles Redding, John Keltner. *Evaluation* — Orville Pence, chairman; John Keltner, Thorrel Fest.

Finance — Ken Clark, chairman; Don Bird, Roy McCall. *Membership* — Don Bird, chairman; John Jennings, Dorothy Tomlinson. *Publications* — Fran Cartier, chairman; Ken Clark, John Auston, Don Woods, Dave Grant. *Nomination* — Harold Zelko, chairman; Ken Clark, James Brown, Russ Fowler, *Local Chapters* — Beatrice Hartman, chairman; Elwood Murray, Herold Lillywhite, Dorothy Tomlinson, Earl Wynn.

Summer Conference — Russ Jenkins, chairman; Bob Starring, Paul Bagwell. *Advisory Committee to Hq AFROTC* — Elwood Murray, chairman; John Keltner, Ralph Nichols Paul Bagwell. *Communication Films* — James Platt, chairman; Russ Jenkins, Harold Zelko, John Keltner, Seth Fessenden, Martin Anderson, Richard Woelhof, Ralph Nichols, Lee Cochran, consultant.

Financial Support — Martin Anderson, chairman; Herold Lillywhite, John Murdock, Elwood Murray, Don Farr, John Jennings, William Exton, Ralph Nichols. *Information Distribution Center* — Fran Cartier. *Consultation Service* — Ralph Leyden. NSSC-CCCC *Liaison* — Jean Malmstrom. *Liaison with Other Groups* — Harold Zelko.

The topic for the March meeting was "Communication and Mental Health in Denver," discussion participants included Dorothy Russler, Robert Bradley, Warren Clark, and Mrs. Robert Bradley. In April the topic was "Perception and Aesthetics as Communication for Denver: Implications," Keith Case was chairman, and among the participants were Rebekah Baron and Mrs. Phyllis Burt.

Ruth Kirk will be chairman for the May meeting on "Intercultural Communication in Denver," based on the Human Relations Commission Inventory. In June the topic

(Continued on page 10)

Chapter Reports

(Continued from page 9)

will be "Power Factors in the Denver Situation" with John Garrett, chairman; and in July the topic will be "Union-Management Communication in Denver."

Members of the Denver Chapter who are members of NSSC are: Fritz Broman, Keith Case, Alice Cherbeneau, John Garrett, Lucille Mayfield, Elwood Murray, Halleck McCord, Floyd Hardin, Lt. Col. Warren Thompson, and George Vardaman.

—*Lucille Mayfield*

Central Michigan

Members of the Central Michigan Society for the Study of Communication who are members of NSSC are: Paul Bagwell, Beatrice Hartman, Russ Jenkins, Jim Platt, Bob Starring, Ben Strandness, and Bill Peterson.

—*Bob Starring*

Honolulu

Wes Wiksell, visiting professor of speech at the University of Hawaii, spoke at the April meeting.

Members of the Honolulu Chapter who are members of NSSC are: Sam Damon, Elizabeth Norton, Dallas McLaren, Mary A. Watson, Stanley Miyamoto, Cecil Dotts, and Mrs. Alice Johnson.

—*Mrs. Alice M. Johnson*

Seattle

Members of the Seattle Chapter who are members of NSSC are: Ken Clark, Thomas Nilsen, Orville Pence, Porter Perrin, Horace Rahskopf, Neal Hines, and Sidney Culbert.

—*Ken Clark*

Maui

Officers of the Maui Chapter for 1955 are: Harriett Suzuki, President; Russell Omoto, Vice-President; Masar Aizawa, 2nd Vice-President; Jean Taruo, Secretary-Treasurer; and Karl Heyer, Pansy Heyer, and Vaughn Kinoshita, members of the Board of Directors.

—*Pansy Heyer*

Committee Reports

(Continued from page 2)

(5) To inform as wide a public as possible of the effects of the mass media on the public and of improvements possible in mass media.

Methodologies

We are defining communication in a broad sense to be the process of interchange of thought and attitude. We consider a communication method to be any procedure or practice which promotes the interchange of thought and attitude. We classify a communication methodology as a systematized set of principles and techniques by means of which a method of communication or a research design for arriving at knowledge about communication or a communication event can be described, evaluated, and implemented.

The committee has these functions: (1) To systematize the methods commonly used in communication and to relate them to accepted methodologies; (2) To formulate a methodology for examining research methods in communication; and (3) To aid in the development of methodologically designed research projects in the several areas involving communication.

—*Seth Fessenden*

Three More Training Labs Are Scheduled

Three summer training laboratories in human relations in addition to the six reported in the last **Newsletter** have been scheduled for this summer according to information received from the National Training Laboratories, Division of Adult Education, N.E.A.

Two summer work conferences will be held at Columbia Teachers College in New York City under the direction of the Center for Improving Group Procedures. The first on "The Role of the Consultant" will be from July 11 to 22, and the second on "Improving Staff Relations" will be from August 1 to 12.

The Fourth Annual Midwest Workshop in Community Human Relations will be held at the University of Chicago from July 25 to August 12. For information write to: Mrs. Bettie Sarchet, University College, 19 So. LaSalle St., Chicago 3.

From August 14 to 27 the First Annual Southwest Human Relations Training Laboratory will be held at the University of Texas. For information write to the Department of Psychology, University of Texas, Austin.

Emmett Betts has resigned from the directorship of the Reading Clinic at Temple University to direct the Betts Reading Clinic, Haverford, Pennsylvania, where he will continue his clinical, consulting and research activities.

* * *

William V. Haney will teach a new course in "Communications in Business and Industry" at the Institute of Industrial Psychology, DePaul University.

THE NATIONAL SOCIETY
FOR THE STUDY OF COMMUNICATION
Donald E. Bird, Exec. Secy.
Stephens College
Columbia, Missouri

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News and Views

The Sacred Heart for the World - The World for the Sacred Heart

755 BOYLSTON STREET BOSTON 16, MASS.

VOL. V. NO. 1 TV AND RADIO WORLD-WIDE ON 1141 STATIONS WINTER, 1955

Director's Column

Dear Friends:

I think you will agree with us as you read over this Winter issue of the "NEWS and VIEWS"—that our watchword has been progress and expansion. However, progress and expansion are not always for the best. For instance, the Reds are making progress with atheistic communism and are expanding their armed might. But the consoling part about our steady development is that it carries forward into ever wider fields and more numerous channels the beautiful standard of the Sacred Heart of Jesus. We can now say we have planted that standard firmly in the world of television. We are there not only to stay, but to spread ever wider and wider the Love burning in the Sacred Heart for all men—a Love that will never find its all-consuming flames satisfied until all men are happy in this world and saved for all eternity.

Father Walter Flaherty, Director of Radio and TV for the Boston Archdiocese, brought out in his address at our annual dinner last September that if men can spend hundreds of thousands of dollars on meaningless and puerile programs, surely we can contribute painlessly and sacrificially to the support of a program dedicated to bringing to a despairing world the solid food that nourishes not the body but the soul unto life—unto eternal life.

Your generosity to date has justified us in going ahead with the work despite mounting costs. We now must raise $900.00 every week to keep the radio and TV broadcasts on the air in this north-

(Continued on Page 4)

Remarkable Progress Highlights Closing Months of 1955

Sacred Heart-TV Programs on 40 Stations

The following Sacred Heart-TV schedule for this northeast area alone, shows effectively the advances the Program has made since its inception last June:

WABI-TV (5) Sun. 12:45, P.M. Bangor, Me.
WCSH-TV(6) Sun. 11:00, A.M. Portland, Me.
WGR-TV (2) Sun. 8:00, A.M. Buffalo, N. Y.
WHEC-TV (10) Fri. 7:00, A.M. Rochester, N. Y.
WIRI-TV (5) Sun. 5:00, P.M. Plattsburgh, N. Y.
WJAR-TV (10) Mon. 12:30, P.M. Providence, R. I.
WKNY-TV (66) to start Dec. 18th Kingston N. Y.
WMGT-TV (19) Sun. 7:15, P.M. Pittsfield, Mass.
WMUR-TV (9) Wed. 3:45, P.M. Manchester, N. H.
WRGB-TV (6) Sun. 9:15, A.M. Schenectady, N. Y.
WTAO-TV (56) Sun. 7:45, P.M. Cambridge, Mass.
WTWO-TV (2) Sun. 1:00, P.M. Bangor, Maine

There are fine prospects that this 15-minute TV program will soon be in New York City, Boston, New Haven, Springfield and Syracuse with weekly TV.

From our central offices in St. Louis come reports of similar expansion throughout the country.

Enthusiastic Meeting Held In W. Springfield, Mass.

Mrs. Dumaine

On October 17 some 200 promoters and friends of the program crowded into the Knights of Columbus Hall in W. Springfield, Mass., for an address by Father Hale. This remarkable assembly was due in large part to Mrs. Theodore Dumaine and her corps of indefatigable fellow-workers.

Mayor Trybulski of Chicopee welcomed the assemblage. Mrs. Daniel B. Brunton represented her husband, Mayor Brunton of Springfield. Mr. Emmons Purcell represented the Knights and served as Master of Ceremonies for the evening. The hall was donated by the Knights.

Also honoring us by their presence were; Selectmen Raymond J. Rosa and Walter J. Cogan of W. Springfield; Mr. Howard Keefe of WWLP, and Mrs. Keefe; and Robert Boulay, Civil Defense District Director.

Films of the "Mission of a Jesuit" and of "Sacred Heart TV Program" were shown by James Shea of Chicopee Falls. Organizations represented at the meeting included: Blessed Virgin Sodality of St. Thomas Church, West Springfield; Apostleship of Prayer, St. George's Church, Chicopee Falls; St. Thomas Women's Club of West Springfield; Holy Name Society, Holy Name Church, Chicopee; Daughters of Isabella, Springfield; College of Our Lady of the Elms, Chicopee; Sacred Heart High School, Springfield; Holy Family Women's Club, Holy Family Church, Springfield; St. Ann's Society,

(Continued on Page 2)

Fr. Connolly and Fr. Hale prepare to present motion pictures for Springfield meeting.

Photo—Stanley Zaleski

ISLINGTON ANNUAL PARTY
Glennon Family Salutes Program

In its annual salute of gratitude to the Sacred Heart Program the Glennon family realized $142.50 at a Card Party and Cake Sale held in St. Denis Parish Hall, Islington, Mass., on October 25, 1955. Under the direction of Mrs. Mary Glennon, this devoted family and their friends have been conducting these parties every year for the last eight years in gratitude for what the Sacred Heart Program has meant to their daughter, Mary Lou, a victim of spastic paralysis since birth. Mary Lou's cheerful acceptance of her Cross permeates these happy gatherings each year.

W. SPRINGFIELD MEETING

(Continued from Page 1)

St. Joseph's Church, Springfield; Semper Fidelis Society, East Springfield; St. Ann's Society, Immaculate Conception Church, West Springfield; Rosary Society,, St. Patrick's Church, Chicopee Falls.

Serving on the committee with Mrs. Dumaine were: Mrs. William Kelly, Mrs. David Russell, Mrs. John Hurd, Mrs. Leah Coleman, Miss Elizabeth Crane, Mrs. Arthur Maddalena, Mrs. Francis Lynch, Mrs. Olivette Reardon, Mrs. Patrick Shea, Mrs. Stella French, Mrs. Francis Hafer, Mrs. Kathryn Scanlon.

Great satisfaction was expressed when Father Hale announced that the program staff at WACE (730-Chicopee) would definitely keep the Program on their fine schedule: Monday through Friday at 10:45 A.M. Father was also able to make a good report on the prospects of getting on both TV stations in Springfield—WWLP and WHYN. He thanked all for the grand turnout and for bringing about these gratifying radio and television results.

SOME SACRED HEART VESPER PROGRAMS

WABI (910) Bangor, daily, 11:30, P.M.
WHAV (1490) Haverhill,, Sun. 6:45, P.M.
WKBS (1520) Mineola,, Sat. closing time
WKIP (1450) Po'keepsie, Sun., 5:00, P.M.
WMUR (610) Manchester, N. H. Mon. through Fri., 7:30, P.M.
WNEB (1230) Worcester, Tues. through Friday, 8:00, P.M.
WORC (1310) Worcester, Sun., 9:15, P.M.
WOSC (1300) Oswego, Sun. 9:15, P.M.
WSAR (1480) Fall River, Mon., Wed., & Fri., 9:00, P.M.
WSNY (1240) Schenectady, Sat. 9:00, P.M.
WWHG (1320) Hornell, N.Y., Mon. Thru Sat., 6:30, P.M.
WWON (1240) Woonsocket, Sun. Thru Fri. 10:00, P.M.

SEND NOW FOR YOUR 1956
Sacred Heart Program Calendar
(6 x 12 inches)
Contains official information on latest regulations for fast and abstinence, including changes in the law of fasting before Holy Communion.

CLUBS HOLD ANNUAL DINNER
Father Flaherty Guest Speaker

On September 22, the Sacred Heart Aides, "300 Club" members and their friends to the number of 130 inaugurated their fall and winter activities for the Program with their annual Dinner at the Hotel Lenox, Boston. Father Walter Flaherty, Archdiocesan Director of Radio and TV, was our guest speaker. Dinner was followed by the first of our monthly card parties of the season. Miss Florence Chisholm of Brighton won the TV Club's award—a beautiful 8-piece service set donated by Mrs. Mary McKenna. On October 20 the "300 Club" held one of its most successful card parties under the chairmanship of Mrs. Mary Weidman. An excellent committee helped her. The November party is under the chairmanship of Miss Margaret Mahony, Brighton, and the December one is under the chairmanship of Mrs. Norine Mahoney, Dorchester. We shall report on these latter two parties in our next issue, especially on the winner of the beautiful Infant of Prague statue donated by Mrs. Hannah Rawding of Worcester.

Photo—Jim Phelan

Guests and Program officers at Annual Dinner (l. to r.) Kathleen Ann Burke, Boston Pilot TV columnist, Fr. Walter Flaherty, Miss Bessie Woods, Chairman, Fr. Hale, Al Pruneau, Co-Chairman, Mrs. G. Warren Beninghof, Card Party Chairman.

Photo—Jim Phelan

Jim Mahoney, office manager, makes a good play on Mildred Macauley—President of the Aides, at the Benefit Card Party for the Sacred Heart Program.

Your MAIL

Fr. Barry

As Father Barry, who regularly conducts this column, has been quite sick these last few months, I am taking over for him this time. The response to our St. Margaret Mary Novena was exceptionally good on the part of our readers, listeners, the press and radio stations. In thus promoting devotion to St. Margaret Mary, I am sure we helped increase devotion immensely to the Sacred Heart of Jesus. Your financial support was excellent and, in a practical way, showed a deep concern for the problem that confronts us with the advent of Sacred Heart-TV. There were two sponsors who donated $100.00 each and several fifty and twenty-five dollar donations. Others for the most part donated one dollar or more, with a generous number of five and ten dollar offerings. With TV alone costing this office $300.00 a week, you can see why we appreciate your Auxiliary and Sustaining memberships and your novena offerings.

Thank you kindly—A Happy Christmas!

Father Joseph Connolly, S.J.,
Associate Director.

TV STATIONS PRAISE OUR SACRED HEART PROGRAM

"Technical quality excellent; content excellent."
Wm. H. Gildersleeve, Program Director
WMUR-TV Manchester, N. H.

"We are newcomers to this Series, but the two programs I have seen are good, with wise use of visual material along with a good audio.
William J. Adams, TV-Program director
WHEC-TV Rochester, N. Y.

"We have found your films to be excellent. Keep up the good work."
Jim Robinson, Jr., Program Director.
WTWO-TV, Bangor, Me.

"We feel that it is an excellent contribution to religious programing. We are very happy to have this service to our viewers and look forward to continuing it.
Wallace Dunlap, General Manager,
WTAO-TV, Cambridge, Mass.

THANKSGIVING

Dear Father:
The check is for a favor received and could my heartfelt thanks to the Sacred Heart be published in your magazine?
Mrs. Anne H. Batemen

If you change your address, please be sure to notify us.

ST. MARGARET MARY TV. CLUB

Mrs. Antoinette Eno Del Vecchio Organizes Thrifty Club to Promote Sacred Heart-TV.

Tonie

Mrs. Antoinette Eno Del Vecchio (Tonie) our tireless Sacred Heart promoter, is determined that Sacred Heart TV must not fall by the wayside because of lack of funds. To this end, she has set up two boards in her club under the title of, St. Margaret Mary TV-Club. Each board is measured to the means of donors. The first Tonie has entitled "The Thrifty Club" whose members make a lifetime membership donation of $50.00. Already four have signed up for this club: Mr. John Heffernan, President of Gold Medal Beauty Supply Company, Boston; Miss Rita Flaherty, private secretary to Dr. W. Brickley; Mrs. Marguerite McDermott, Bell Telephone supervisor; Mrs. Mae Stevens, housewife.

The second Club Tonie has entitled "The Monthly Club." These join as auxiliary members and donate monthly $1.00, $2.00 or $5.00 according to their means.

To date the totals for both clubs amount to $275.25.

Photo—Jim Phelan

Mr. John Heffernan, first life-time donor of the St. Margaret Mary TV Club as a "thrifty" member, presents Fr. Hale with a check for $50.00 at the Sacred Heart offices.

A MUST

Rev. and dear Father Hale:
Mrs. Walsh and I enclose our humble contribution ($25.00) to support of the Sacred Heart Program which we listen to through Station WNEB in this city on Tuesday, Wednesday, Thursday and sometimes on Friday nights at 8:15. Also there is a program on Station WORC on Sunday night at 9:15.

These broadcasts are the source of much happiness and profit to Mrs. Walsh and me. We allow no other program to interfere at the time the Sacred Heart Program is on the air.

Henry C. Walsh, Worcester, Mass.

FROM ARCTIC CIRCLE!

Dear Father:
Thank you for your Sacred Heart records which arrived safely. The used ones were mailed back. We are grateful for the inspiration the program provided throughout the past year.

We enclose a check for $50 from the Catholic men at Sondrestrom, a modest donation, but this is a very small base.

We are sending some publicity which you may care to use, pictures and a story about the Sacred Heart Program at Sondrestrom, Greenland.

Sincerely,
(Rev.) Thomas A. McDonald
Chaplain (1st Lt.) USAF
Catholic Chaplain

A DOCTOR'S TRIBUTE

Gentlemen:
I have been practising medicine for some thirty-five years. More and more I find that in my medical work I have to play the part of a priest. Many patients that I see suffer from mental and emotional ailments and need spiritual guidance. Many of the talks that I have listened to on The Sacred Heart Program have been a great help to me in this work. I am particularly anxious to get the talks, including the following series: "I was Sick and You Visited Me." The Series of talks on "Happy Family Living" and the Series of talks on "The Sermon On the Mount" that were given some two months ago.

Enclosed, please find small contribution.

Dr. .....

TV Production In St. Louis

Father Murphy Reports Pressure Tremendous

Father Eugene P. Murphy, S.J., and his staff have found the weekly production of the Sacred Heart TV program such a grinding ordeal that they re-organized their whole set-up and made Father Hugh Harkins, S.J., producer-manager of the TV program. What Father Schwienher does for the Sacred Heart radio transcription—this Father Harkins will do for the weekly films. At Technisonic Studios, as technical advisor, Mr. Charles Harrison, now produces 100 Sacred Heart transcriptions daily, and 10 Sacred Heart films weekly. Stress is being placed on mastery of their topic and easy, convincing and pleasant delivery of their materials by each of the TV speakers. Buffalo friends will be glad to know that Father Charles Dolan, S.J., of the Canisius High School faculty did two excellent films while in St. Louis recently. These will be seen on our WGR program soon. Congratulations to Fr. Murphy and Mr. Harrison!

FATHER TWIGG-PORTER, S. J.

Grand News from San Francisco

From our San Francisco offices comes word that Father George Twigg-Porter, S.J., has been appointed full-time director of the Program on the West Coast. Father has just finished his long course of training as a Jesuit. To date he has been only able to devote what free time was available over and above his studies and teaching, to the Sacred Heart Program. Father brings enthusiasm and outstanding ability to his assignment. His appointment is good news—and is one of the finest assurances we have had in recent years that the Program will go forward in the years ahead.

CHRISTMAS NOVENA PRAYER

DECEMBER 16-24

Let us pray, Hasten, we beseech Thee, O Lord, do not delay, and grant us the assistance of Thy grace from above that we who confide in Thy goodness, may be aided by the consolation of Thy coming, Who livest and reignest with the Father and the Holy Spirit, God, world without end. Amen.

N. B. Please join us in making this Novena in preparation for the coming of Our Infant Saviour. If unable to join us on the radio, recite the above prayer privately, December 16 to 24. Kindly return enclosed intention slip by December 24.

R.I.P.

In your kindness please remember the souls of the following good friends of the Sacred Heart Program, recently deceased: Rev. Harold B. Hinds, Rev. Arthur R. Campbell, S.J., Mrs. Elizabeth B. Burke, Mrs. Elizabeth Smith, Miss Alma Mary Cotter.

FATHER HINDS

On October 11, 1955, our Sacred Heart Program lost its beloved and devoted friend, Father Harold B. Hinds, pastor of St. John Baptist Church, Schenectady. That morning Father Hinds went to receive the reward of his manifold apostolates—not the least of which was his sponsoring of our Sacred Heart Program in the Albany diocese for fifteen years.

One of the memorials to Father is the Co-missionaries of the Sacred Heart, a group of over 200 shut-ins in the area who devote their prayers, joys and sufferings to the Sacred Heart apostolate. They are under the direction of Miss Margaret Mullarkey in Schenectady, from whom they receive a letter each month. May he rest in Peace!

HOME STUDY COURSE

John McGrath, S.J., Looks for Applicants

Fr. John McGrath, S.J., director of our Sacred Heart correspondence course, reports that a full corps of theologians have volunteered to conduct instructions on the Catholic Faith by mail. He says they can take on seventy more applicants.

Perhaps you know a non-Catholic who would like to take such a course.

Send names to: Home Study Course, Weston College, Weston 93, Mass.

Instructions are free of charge.

DIRECTOR'S COLUMN

(Continued from Page 1)

east area alone, i.e., in New York and the New England States. If all of us continue to give as we have in donations, promotional work, labor, prayers and sufferings, we'll keep growing and keep paying our way as we grow.

Please join us in our Christmas novena from December 16 to December 24. It will be on 31 stations in this northeast area. There is so much commercialism in our preparation for the coming of the Christ-Child that we should join in such a fervent novena so as to offset this sad tendency. On page four you will find our novena prayer.

God Bless you with a most Happy Christmas and a Bright New Year.

Matthew Hale, S.J.

THE DIME-A-WEEK CLUBS

Grand Subsidy for Sacred Heart Program

Again our all-out thanks go to our Sacred Heart Dime-a-Week Clubs. Very many new members have joined the ranks as Captains and Promoters. The figures quoted below for each club speak for themselves. As the Sacred Heart will never be outdone in generosity, they bespeak a rich reward. May we not consider the dime each associate gives each week as the cup of cold water given in His Name of which our Lord said: it "will not go without its reward." On account of the floods the annual meeting of our zealous Connecticut Clubs had to be postponed.

D.A.W. Remittances from August 17 to November 6

Miss Anne Karitis and Mrs. Kay Daley, K. of C. Supreme Council Offices, New Haven, Conn., $428.20; *Miss Florence Reese and Miss Ann Gillen, City Hall Offices, Telephone Co., and friend, New Haven, Conn.*, $383.00; *Mrs. Leah Coleman, Springfield, Mass.*, $168.50; *Miss Mary Glynn, Division of Employment Security, Boston, Mass.*, $94.13; *Mrs. Kay King, Attleboro, Mass.* $60.00; *Mrs. Margaret McGrath and Miss Dorothy Leary, City Hall, Waterbury, Conn.*, $59.00; *Mrs. Annie Boivin, Mrs. Louise LaVangie, and Marie DeGruchy, Portland, Maine*, $58.00.

Mr. Joseph Lord, Fairfield, Me., $34.90; *Mrs. John Madden, and Miss Helen Fuhs, Record Room, Boston City Hospital*, $32.00; *Mrs. Katherine Durand, and Mrs. Aull, Albany, N. Y.*, $35.00; *Mrs. Mary Ryan, State House, Providence, R. I.*, $30.00; *Mrs. Mae Lynch, Albany, N. Y.*, $29.25; *Mrs. Wilmelmina Neidel, Albany, N. Y.*, $27.90; *Mrs. Catherine J. Darcy, Jamaica Plain, Mass.*, $27.10; *Mrs. Arthur Maddalena, Springfield, Mass.*, $27.00; *Mrs. Walker Warrener, and Mrs. Irene Gagne, Fall River, Mass.*, $31.00.

Mrs. Helena Flaherty, Chelsea, Mass., $24.00; *Miss Anne Marie Godbout, New York City*, $20.50; *Miss Mary Carey, St. Cloud's Chapter, Waltham, Mass.*, $20.00; *Mrs. Clare Steinborn, Crystal Beach, Ontario, Canada*, $20.00; *Miss Veronica Mahoney and Miss Mildred Macauley, State House, Boston, Mass.*, $23.80; *Mrs. A. Brunner, New York City*, $18.00; *Miss Helen Karbauskas, Ansonia, Conn.*, $15.00; *Mrs. Rose D. Fisher, E. Boston, Mass.*, $13.00; *Mrs. Emma Harrington, Medford, Mass.*, $12.00; *Mrs. Ellen Langley, Sodality, Northampton, Mass.*, $18.00; *Miss Mary White, Cambridge, Mass.* $11.00; *Mrs. Margaret Carlan, Chelsea, Mass.* $11.00; *Mrs. Myra DiGregorio, Providence, R.I.*, $10.50; *Mrs. Margaret James, Burlington, Vt.*, $9.90; *Miss Helen R. Lynch and Mr. John Ward, Boston, Mass.*, $9.00; *Miss Margaret Murray, Woonsocket, R.I.*, $7.00; *Mrs. Bernadette Nerf, Albany, N. Y.*, $10.40; *Mrs. Wallace Miller, Elmira Heights, N. Y.*, $5.00; *Mrs. Laura Connors, Troy, N. Y.*, $6.00; *Mrs. Irene Phillips, Albany, N.Y.*, $3.00; *Mrs. J. J. Kennedy, Canaan, New York*, $2.00; *Mrs. Barbara Burke, South Boston*, $1.00; *Mrs. Alice Markey, Lawrence*, $1.00 *and Miss Margaret O'Connor, Arlington, Mass.*, $2.00; *Hannah Rawding*, $6.00.

HOLY HOUR

As promotor of our Holy Hour—on the 1st Wednesday of each month, 6.45 p.m., at St. Clement's Shrine, Mrs. Del Vecchio distributes badges, league leaflets and our 'NEWS & VIEWS". She has led the way in Father Hale's efforts as Archdiocesan Director of the Apostleship of Prayer, to make the Holy Hour a prayerful apostolate for extending the League of The Sacred Heart in the parishes. This, she has done at St. Cecilia's parish, Boston, by zealous cooperation with Monsignor Phelan, Father Cogavin and Father Tangney. Over 300 have joined the league in the parish and attend the weekly Holy Hour there. The goal is 1000 members.

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SCHOOLS WHICH OFFER Ph.D. DEGREE WITH MAJOR IN RADIO-TELEVISION

Illinois, University of. Urbana, Ill. PhD (Cd); MS (Ja or Jb); BS (Jc).
About 4 PhDs, 20 MS degrees.
Brown, Don. Assoc Prof Journalism. MS Iowa.
Cordier, Hugh. Asst Prof Mass Comm'ns. PhD '55, Illinois.
Rider, Richard. Instr Theatre Arts. MA Yale, Theater.

Iowa, State University of. Iowa City, Iowa. PhD (Sc, Jc); MA (Sb); BA (Sb, Jc). About 5 PhDs, 15 to 25 MA degrees.
Becker, Sam. Asst Prof Speech. PhD '55, Iowa, Radio-Speech.
Harshbarger, H. Clay. Prof Speech. PhD '29, Cornell, Speech.
Lynch, James. Instr Speech. PhD '54, Michigan, Speech-Radio.
Mercer, John. Asst Prof Speech. PhD '50, Nebraska, Education.
Winnie, John. Assoc Prof TV Center. MA Iowa, Dramatic Arts.

Michigan, University of. Ann Arbor, Mich. PhD (Sa); MA (Sc); BA (Sc).
About 4 PhDs, 20 MA degrees.
Stasheff, Edward. Assoc Prof Speech. MA '33, Columbia.
Stephenson, J. B. Instr Speech. MA '48, Michigan, Speech.
Willis, Edgar. Assoc Prof Speech. PhD '40, Wisconsin, Speech.

Missouri, University of. Columbia, Mo. PhD (Sc, Jc); MA (Sc, Jc); BA (Sc) and BJ (Jc). One PhD, 5 MA degrees.
Berk, Philip. Asst Prof Journalism. MA Missouri, Journalism.
Bladow, Elmer. Assoc Prof Speech. MA Iowa, Speech.
Haakenson, Robert. Asst Prof Speech. PhD Iowa, Speech.
Lambert, Edward C. Prof Journalism. PhD Missouri, Journalism.
Paxton, Benjamin. Instr Speech. MA -- Speech.
Scollay, Alan. Instr Journalism. BJ Missouri, Journalism.

Northwestern University. Evanston, Ill. PhD (Sa, Ja); MA (Sa, Ja); BA (Sa) and BS (Ja). 7 PhDs in Speech, none as yet in Journalism; 44 MA degrees in Speech, number in Journalism not provided.
Barnhart, Lyle D. Asst Prof Radio-TV. MA Toledo, English.
Fedderson, Donley F. Prof Radio-TV. MA Northwestern, Theater.
Hunter, Charles F. Assoc Prof Radio-TV. PhD Cornell, Speech.
Maloney, Martin J. Assoc Prof Radio-TV. PhD Northwestern, Speech.
Mosse, Baskett. Prof Journalism. MS Northwestern, Journalism.
Whiting, Fred M. Assoc Prof Journalism. MSJ Northwestern, Journalism.

Ohio State University. Columbus, Ohio. PhD (Sa, Eb, Jb); MA (Sa, Eb, Jb); BA (Sa, Jc) and BS (Ea). About 6 PhDs, 25 to 28 MA degrees.
Mall, Richard M. Asst Prof Speech. PhD '52, Ohio State, Radio-TV.
Riley, Donald W. Asst Prof Speech. PhD '44, Ohio State, Speech.
Summers, Harrison B. Prof Speech. PhD '31, Missouri, Economics.
Tyler, I Keith. Prof Education. PhD '39, Columbia, Education.
Wagner, Paul H. Assoc Prof Journ. MA '39, Wisconsin, Journalism.

Southern California, University of. Los Angeles, Calif. PhD (R-Sa); MA (Ra); BA (Ra). 10 PhDs, 35 MA degrees.
DeRod, E. Instr Telecom'ns. MFA '51, Yale, Drama-Radio.
Harwood, Kenneth. Assoc Prof Telecom'ns. PhD '50, USC, Speech-Radio.
Preiss, E. Lecturer Telecom'ns. BA '52, Minnesota, Speech-Radio.
Summers, Robert E. Asst Prof Telecom'ns. PhD '55, Ohio State, Radio-TV.

Wayne University. Detroit, Michigan. PhD (Sa); MA (Sb); BA or BS (Sb).
No PhDs as yet; 25 MA degrees.
Carbus, John. Instr Speech. MA '53, Wayne, Public Speaking.
Dreyfus, Lee. Instr Speech. MA '52, Wisconsin, Rhetoric.

(more)

Wayne University, continued.

Logan, Dan.	Instr Speech.	MA '51, Syracuse, Radio-TV.
Rickard, Paul.	Prof Speech.	PhD '46, Northwestern, Speech.
Steiner, George.	Asst Prof Speech.	MA '50, Wayne, Radio.
Wayne, Wayne.	Instr Speech.	MA '55, Denver, Theater.

Wisconsin, University of. Madison, Wisc. PhD (Sc); MA (Sa); BA (Sa). About 2 PhDs, 20 MA degrees.

Ewbank, Henry L.	Prof Speech	PhD '27, Wisconsin, Pub. Addr.
Highlander, John.	Asst Prof Speech.	PhD Wisconsin, Radio-Pub. Addr.
Ness, Ordean.	Asst Prof Speech.	PhD Wisconsin, Pub. Addr.

SCHOOLS WHICH OFFER MASTER'S DEGREE WITH MAJOR IN RADIO-TELEVISION

Alabama, University of. Tuscaloosa, Ala. MA (Ra); BA (Ra). About 4 MA degrees.

Bannerman, Leroy.	Asst Prof Radio-TV.	MA '55, Alabama, Radio.
Dixon, Donald S.	Prof Radio-TV.	MA '36, Kansas, Speech.
Hagood, W. Knox.	Asst Prof Radio-TV.	MA '48, Northwestern, Radio.
Lee, A. Harrison.	Instr Radio-TV.	BA '54, Texas Christian, Speech.
Smith, Don C.	Asst Prof Radio-TV.	MA '49, Ohio State, Radio.

American University. Washington 16, D. C. MA (Ca), BA (Ca). About 20 MA degrees.

Kempton, Willett.	Prof Communic'n	(No information provided)
Pope, Harvey.	Asst Prof Speech.	MA '47, Northwestern, Radio-Theater.

Boston University. Boston 16, Mass. MS (Cb), BS (Cb). About 49 MA degrees.

Albert, Robert S.	Asst Prof Com'ns.	PhD '55, Boston, Psychology.
Barnes, Milan D.	Asst Prof Com'ns.	MS '53, Syracuse, Radio-TV.
Dietmeier, Homer J.	Asst Prof Com'ns.	MA '49, Northwestern, Theater.
Dimond, Sidney A.	Assoc Prof Com'ns.	MS '53, Boston, Radio.
Martin, Leo A.	Prof Com'ns.	PhD '39, Iowa, Speech.
Nelson, Edwin W.	Asst Prof Com'ns.	MS '53, Boston, Radio-TV.
Noxon, Gerald F.	Assoc Prof Com'ns.	MA '49, Trinity (Engl), French.
Ryan, Joseph F.	Instr Com'ns.	MS '54, Boston, Motion Pictures.

Cincinnati College-Conservatory of Music. Cincinnati, Ohio. MEd (Cb), BFA (Ca), both in cooperation with Xavier University.

Ager, Elinore.	Instr Speech-Drama.	MA Ohio State, Theater.
Baker, Cliff.	Asst Prof Radio.	BFA Cincinnati Col-Cons.
Lotze, Frieda.	Instr Speech-Drama.	MS Columbia.
Parnell, Eva.	Instr Speech-Drama.	MA Oxford (Engl).
Weaver, Manelle.	Asst Prof Speech.	MA Ohio State.

Denver, University of. Denver, Colo. MA (Ra) AB (Ra). About 15 MA degrees.

Jordan, Noel.	Asst Prof Radio-TV.	MA Denver, Radio-Theater.
Porter, Russell.	Prof Radio-TV.	MA Northwestern, Speech-Theater.
Smith, Myron.	Instr Radio-TV.	MA Denver, Radio.

Houston, University of. Houston, Tex. MA (Ra), BA (Ra). About 15 MA degrees.

Arms, George L.	Assoc Prof Radio-TV.	MS '41, Ohio State, Speech.
Battin, Tom C.	Asst Prof Radio-TV.	PhD '51, Michigan, Radio-TV.
Meaney, John W.	Asst Prof Radio-TV.	PhD '51, Texas, English.
Schwarzwalder, John C.	Prof Radio-TV.	EdD '53, Houston, Education.
Uray, Richard M.	Asst Prof Radio-TV.	MA '50, Kent State, Speech Ed'n.

Indiana University. Bloomington, Ind. MA (Ra), AB (Ra) and BS (Ra). About 5 MA degrees.

Alisky, Marvin H. Asst Prof Journalism. PhD '49, Texas, Journalism.
Johnson, George C. Assoc Prof Education. MA '29, Wisconsin, Education.
Kiel, Donald F. Associate Radio-TV. MA '56, Michigan State, Physiology.
Kinzer, William E. Asst Prof Theater. MA-MFA '49, W'n Reserve, Theater.
O'Connor, Daniel. Asst Prof Radio-TV. MA '48, West Texas, English.
Seltz, Herbert. Instr Radio-TV. BS '50, Miami U, Music.
Sheehan, John P. Instr Radio-TV. MA '48, Miami U, Theater.
Sulzer, Elmer G. Prof Radio-TV. MS '49, Illinois, Radio-TV.
Willeford, George W. Instr Radio-TV. MA '51, Indiana, Speech-Radio.

Indiana State Teachers College. Terre Haute, Ind. MA and MS (Sa); AB and BS (Sa). About 20 MA degrees.

Boyle, James R. Instr Speech. MS '48, Indiana State, Speech.
Morgan, Clarence M. Prof Speech. EdD '36, Indiana, Ed'l Administr'n.

Kansas, University of. Lawrence, Kansas. MA (Sa), BA and BS (S-Ja). One MA degree.

Browne, R. Edwin. Asst Prof Journ. BA Kansas.
Hyden, Victor. Instr Speech. BA '46, Kansas, Speech.
Key, Wilson, Jr. Asst Prof Speech-Journ. MA '51, UCLA, Radio-Journ'm.
Linton, Bruce A. Assoc Prof Speech-Journ. PhD '53, Northw'n, Radio-TV.
Price, Glenn. Instr Journalism. MA Wisconsin, Radio.

Kansas State College. Manhattan, Kans. MS (Sa), BS (Sa). About 6 MA degrees.

Carroll, George. Instr Speech. MA '54, Oklahoma, Radio-TV.
Howe, Virginia. Assoc Prof Speech. MA '49, Boston, Radio-TV.
Snyder, Robert. Instr Speech. MA '54, Iowa, Radio-TV.
Whan, Forest L. Prof Speech. PhD '38, Iowa, Speech.

Kansas State Teachers College. Emporia, Kans. MA (Sa), BA, BS (Sa). Two MA degrees.

Bruder, Karl. Assoc Prof Speech. PhD '49, Columbia, Theater-Radio.
Smiley, Tex. Instr Speech. MS '52, KSTC, Radio-TV.
Watts, B. D. Instr Speech. BA '51, KSTC, Radio-TV.

Kent State University. Kent, Ohio. MA (Sb), BA (Sb) and BS (Sb). Three MA degrees.

Clark, Walton D. Prof Speech. MA '35, Wisconsin, General Speech.
Weiser, John C. Asst Prof Speech. MA '49, Iowa, Radio-Speech.

Miami University. Oxford, Ohio. MA (Sa), AB or BS (Sa). About 6 MA degrees.

Hathaway, Stephen C. Asst Prof Speech. MA '50, Michigan, Radio.
Yeazell, Paul. Instr Speech. MA '54, Arizona, Radio.

Michigan State University. East Lansing, Mich. MA (Sa), BA (Sa). Plan is to offer PhD work in future. About 20 MA degrees.

Bluem, A. William. Instr Speech. MA '50, Ohio State, Theater.
Crawford, Robert P. Asst Prof Speech. PhD Utah, Radio-Theater.
Gray, Gordon. Instr Speech. MA '51, Northw'n, Radio-TV.
Jorgensen, Erling S. Instr Speech. MA '49, Wisconsin, Radio-Journ.
Smith, David A. Instr Speech. MS '48, Wisconsin, Radio-Journ.

Minnesota, University of. Minneapolis, Minn. MA (Sb or Jb), BA (Sb or Jb). About 8 MA degrees.

Charnley, Mitchell. Prof Journalism. (No information)
Shinske, Erhart. Instr Speech. (No information)
Smith, Philip. Instr Speech. (No information)

Nebraska, University of. Lincoln, Nebr. MA (Sb), BA (Sb). Four MA degrees.
Fliels, Clarence. Asst Prof Speech PhD Northwestern, Speech Educ'n.

North Carolina, University of. Chapel Hill, N. C. MA (R-a), BA (Ra). Will have no MAs until Spring 1956; program new.
Clayton, John. Asst Prof RTV/MP. MA '55, North Carolina, Dramatic Art.
Ehle, John. Asst Prof RTV/MP. BA '49, North Carolina, Radio.
Wallace, Wesley. Asst Prof RTV/MP. MA '54, North Carolina, History.
Wynn, Earl. Prof RTV/MP. MA '43, Northwestern.
Young, John. Asst Prof RTV/MP. MA '55, Northwestern, Radio.

Notre Dame, University of. Notre Dame, Ind. MA (Sb), AB (Sb). No MA degrees granted to date.
Fallon, J. A. Asst Prof Speech. MA '49, Michigan State, Educ'n.

Ohio University. Athens, Ohio. MA (Sa) and MFA (Sa), BFA (Sa). Six MA degrees.
Greer, Archie Instr Radio. MFA '53, Western Reserve, Radio.
Johnson, Archie. Instr Radio. MA '54, Wisconsin, Radio-TV.
Jukes, Vincent. Assoc Prof Radio. MA '38, Western Reserve, Theater.

Ohio Wesleyan University. Delaware, Ohio. MA (Sa), BA (Sa). Two MA degrees.
Kroeger, Gerald W. Instr Speech. MA '55, Ohio Wesl'n, Speech.
Phelps, Erma. Instr Speech. MA '46, Iowa, Speech.

Oklahoma, University of. Norman, Okla. MA (Sa), BA, (Sb). Five MA degrees.
Clark, Frank D. Assoc Prof Drama. MA '38, Iowa, Drama.
Holland, Cullen J. Asst Prof Journ. MA '47, Oklahoma, Journalism.
Lawton, Sherman P. Prof Speech-Drama. PhD '39, Wisconsin, Speech.
Resler, Ansel. Asst Prof Speech. MA '49, Northwestern, Speech.

Pacific, College of the. Stockton, Calif. MA (Sa), BA (Sb). Two or three MA degrees.
Crabbe, John C. Prof Speech-Drama. MA Col. Pacific, Speech.
Elliott, Richard B. Instr Speech-Drama. AB Whitman, Music.
Ramsey, William H. Asst Prof Speech-Drama. AB Col Pacific, Music.

Pittsburgh, University of. Pittsburgh, Pa. MA (Sa), BA (Sa. Five MA degrees.
Tacey, Wm S.
Ulrich, John. Asst Prof Speech. PhD '55, Iowa, Speech.

Stanford University. Stanford, Calif. MA (Sa), MA (Sa). About 7 MA degrees.
Donner, Stanley T. Assoc Prof Speech. PhD '40, Northw'n, Speech.
Hyde, Stuart W. Instr Speech. PhD '53, Stanford, Drama.
Milley, George. Instr Speech. MA '49, Northwestern, Speech.

Syracuse University. Syracuse 10, N. Y. MA (Ra), BA and BS (Sb). About 150 MA degrees.
Bartlett, Kenneth G. Prof Radio-TV. MA '29, Syracuse, Pol. Science.
Foster, Eugene S. Asst Prof Radio-TV. PhD '53, Syracuse, Speech.
Myers, Lawrence P. Jr. Instr Radio-TV. MA '48, Syracuse, Radio-TV.
Ross, Norman B. Instr Radio-TV. MS '53, Syracuse, Television.
Weld, Arthur F., Jr. Asst Prof Radio-TV. MA '40, Princeton, Language.

Temple University. Philadelphia 22, Pa. MA (Ra), MS (Ea), BA or BS (Ra). About 15 MA degrees.
Dusenbury, Delwin B. Asst Prof R-TV. PhD '47, Minnesota, Theater.
Roberts, John B. Assoc Prof Radio-TV. MA '40, New York U., Speech-Radio.
Seibel, William. Instr Radio-TV. MA '50, Cornell, Dramatic Lit.

Texas Technological College. Lubbock, Texas. MA (Sc), MA (Sb). No MA degrees to date.
Larson, P. Merville. Prof Speech. PhD '42, Northw'n, Pub. Addr.
Utah State College. Logan, Utah. MS (Sb), MA (Jb), BS (Sb), BS (Jb). No MA degrees to date.
Hansen, Burrell F. Assoc Prof Speech. PhD '53, Minnesota, Speech.
Stewart, John. Asst Prof Speech. BS --- Journalism.
Washingt n, University of. Seattle, Wash. MA (Cd), BA (Ca). No MA degrees to date.
Adams, Edwin H. Assoc Prof Com'ns. MA '31, Wash'n State, English.
Cranst n, Patricia. Instr Com'ns. MA '54, Texas, Journalism.
Ryan, Milo. Assoc Prof Com'ns. MA '34, Michigan, Journalism.
Washington, State College of. Pullman, Wash. MA (Sd), LA (Sb). Three or four MA degrees.
Norris, R. C. Asst Prof Speech. MA '52, Texas, Speech.
Rundell, Hugh. Asst Prof Speech. MA '47, Wisconsin, Speech.
Western Reserve University. Cleveland, Ohio. MA (Sa or TA), BA (Sb). About 7 or 8 MA degrees.
Kuhl, Lawrence. Asst Prof Speech. PhD West'n Reserve, Dram. Arts.
Leathan, Barclay. Prof Dramatic Arts. LLD West'n Reserve, Law.
Stewart, Robert H. Asst Prof Speech. PhD '54, Ohio State, Radio-TV.

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Arizona, University of. Tucson, Ariz. BA (Sc).
Burroughs, Robert. Asst Prof Dram. Arts. MA '47, Iowa, Drama.
Markland, Ben C. Lecturer Speech PhD '55, Michigan, Radio Bureau.
Mattingly, Althea S. Prof Speech. PhD '54, Northw'n, Interpret'n.
Miller, Jay. Radio Bureau, Speech. (No information)
Arizona State College. Tempe, Ariz. BA (English-a).
No staff members devoting half or more time to R/TV instruction.
Bowling Green State University. Bowling Green, Ohio. BA (Sb) or BS (Jb).
Stone, Sidney. Assoc Prof Speech. MA '33, Ohio Wesl'n, Drama.
Brooklyn College. Brooklyn, New York. BA (Sc).
Hawthorne, Bonnie. Instr Speech. MS '54, Northw'n, Speech-Theater.
Williams, Paul. Asst Prof Speech. MS '33, Michigan, Speech.
Detroit, University of. Detroit 21, Mich. BA or PhB (Ca).
Hanna, J. M. Instr Comm'ns Arts. ME Loyola, Education.
Murphy, William J. Assoc Prof Comm'ns Arts. BA '27, Notre Dame, English.
Sutton, Thomas. Instr Comm'ns Arts. MA '46, Wayne, Arts.
Drake University. Des Moines, Iowa. BA (Bus Ad-b) or BS (Bus Ad-b).
Duncan, Jim. Assoc Prof Radio. MS '46, Drake, Radio.
Duquesne University. Pittsburgh 19, Penna. BA (Jb).
Krakowski, Paul. Asst Prof Journ. MA Wisconsin.
Eastern Washington College of Education. Cheney, Wash. BA (Sa).
Dodds, Daphne. Asst Prof Speech. MA '40, Michigan, Drama.
Idaho, University of. Moscow, Idaho. BA in Col Letters & Science. (?b).
Bell, Kenneth E. Assoc Prof. --- MA '50, Ohio State, Spanish.
Lind, Leon P. Instr. --- AB '51, Texas, Psychology.
Tracy, Robert K. Asst Prof. --- MS '48, Southern Calif, Education.
Idaho State College. Pocatello, Idaho. BA (Sc).
Bilyeu, Charles. Instr Drama MFA Pasadena Playhouse, Drama.
Isaacson, Carl. Assoc Prof Speech. PhD '54, Denver, PhD Rhetoric.
Ithaca, New York. BS (Rb).

Ithaca College. Ithaca, New York. BS (Ra).
Earle, Robert. Asst Prof Radio-TV. AB Syracuse, English.
Gretes, Randolph. Asst Prof Radio-TV. MFA Ithaca, Radio,
John Brown University. Siloam Springs, Ark. BS (Ra*
Kennedy, Ralph C., Jr. Assoc Prof Speech-Radio. MA Arkansas, English.
Kansas City, University of. Kansas City, Missouri. BA (Sb)
Sc tt, Sam. Instr Speech. BA Arkansas, Radio.
Stevens, C. J. Asst Prof Speech. PhD '54, Louisiana State, Radio.
Kentucky, University of. Lexington, Ky. BA (Ra).
Halloch, Stuart. Instr Radio Arts. MS '51, Syracuse, Radio-TV.
Halyard, Camille H. Asst Prof Radio Arts. MA '52, Kentucky, Education.
Press, O. Leonard. Instr Radio Arts. MS '51, Boston, Radio-TV.
Maryland, University of. College Park, Maryland. BA (Sa).
Batka, George. Asst Prof Speech. MA '40, Michigan, Radio.
Massachusetts, University of. Amherst, Mass. (Sc), for BA.
No staff members devoting half or more of time to R/TV instruction.
Miami, University of. Coral Gables, Florida. BA (Ra).
Beal, C. H. Lecturer Radio-TV-Films. AB-Northestern, Engineering.
Head, Sidley W. Prof Radio-TV-Films. PhD '52, New York U, Mass Comm'ns.
Kidder, O. P. Associate Radio-TV-Films. MA Ohio U, Dramatic Arts.
Nagel, P. Instr Radio-TV-Films. AB Miami, Radio-TV.
Talbert, E. Instr Radio-TV-Films. AB Miami, Radio-TV.
North Dakota, Univ rsity of. Grand Forks, N. D. BA, BS, PhD (Sa).
Curry, Myron. Asst Prof Speech. PhD '56, Wisconsin, Speech.
Occidental College. Los Angeles 41, Calif. AB (Sa).
Hame, G. William. Instr Speech. MA '52, Occidental. Music.
Lindsley, Charles F. Prof Speech. PhD '32, So. Calif., [illegible]
Pacific University. Forest Grove, Ore. BA or BS (Sa).
Scheller, Fred. Instr Speech. MA '54, Pacific, Radio-Speech.
Purdue University. Lafayette, Ind. BS (Sc).
Henders n, John. Asst Prof Speech. PhM Wisconsin, Theater-Radio.
McMah n, Robert. Instr Speech. MA Ohio State, Theater.
Queens College. Flushing 67, New York. BA (Sb).
Rodeman, Norbert. Asst Prof Speech. PhD '51, Northw'n, Radio-TV.
Ricks College. Rexburg, Idaho. BS (Language Arts-a).
Roylance, Aaron A. Prof Language Arts. MFA '48, Utah, Speech.
San Jose State College. San Jose, Calif. BA (Sa), or BA (Ra).
Guy, Robert. Asst Prof Radio-TV. MA '50, Adelphi, Radio-TV.
McCann, Frank. Asst Prof Radio-TV. MA '51, Northw'n, Radio-TV.
South Dakota, University of. Vermillion, So. Dak. BA (Sa).
Adkins, Mrs Ruth. Instr Speech. MA '50, So. Dakota, Speech.
Rusch, Martin. Instr Speech. MA '54, So. Dakota, Music.
Miller, Mort n B. Instr Speech. BA '53, So. Calif., Drama.
Tennessee, University of. Knoxville, Tenn. BS (Ja).
Wright, Kenneth D. Asst Prof Speech-Jour. MA '51, Tennessee, Speech.
Texas Christian University. Fort Worth, Tex. BFA (Sa).
Cosby, James O. Asst Prof Speech. PhD '54, Denver, Theater.
Texas Western College. El Paso, Tex. BA (Jb).
Hicks, Virgin O. Asst Prof Journ. MA '55, So. Calif., Communic'ns.
Leech, Milton. Asst Prof Speech. MA '50, Texas, Speech-Drama.
Williams, Judson F. Prof Journalism. EdD '51, Texas, Ed'l Administr'n.
West Texas State College. Canyon, Tex. BA (Sa).
Walker, Jack H. Assoc Prof Speech. PhD '51, Denver, Speech.

West Virginia, University of. Morgantown, W. Va. BSJ (Jc).
Young, James R. Asst Prof Journ. MA '49, Ohio State, Journalism.
Westminster College, New Wilmington, Penna. BA (Sd)
Barbe, Donald L. Assoc Prof Speech. MA '39, Michigan, Theater-Radio.

SCHOOLS NOT OFFERING MAJOR WORK IN RADIO-TV, BUT HAVING INSTRUCTORS WHO DEVOTE HALF TIME OR MORE TO INSTRUCTION IN RADIO OR TELEVISION.

Adelphi College. Garden City, New York.
Plugge, Mary Lou. Prof Speech & Drama. MA Columbia, Speech-Drama.
Akron, University of. Akron 4, Ohio.
Balanoff, Neal. Instr Speech. MA Western Reserve, Speech.
Bradley University. Peoria, Ill.
Vander Hayden, Henry. Asst Prof Speech. MA Bradley, Speech.
Chico State College. Chico, Calif.
Allerton, Robert E. Asst Prof Language Arts. MA So. Calif., Speech.
Starmer, Garrett L. Assoc Prof Language Arts. PhD Utah, Speech.
DePauw University. Greencastle, Ind.
Turnell, Elizabeth. Assoc Prof Speech. MA '31 --- Speech-English.
Fort Hays Kansas State College. Fort Hays, Kansas.
Heather, Jack R. Instr Radio. MA '55, Denver, Radio-TV.
Marshall College. Huntington, W. Va.
Buell, Stephen D. Asst Prof Speech MS North Texas State, History.
Southern Methodist University. Dallas, Texas.
McGrath, J. E. Instr Speech-Theater. MA '51, Wisconsin, Speech.
Utah, University of. Salt Lake City, Utah.
Engar, Keith M. Asst Prof Speech. PhD '51, Minnesota, Speech.
Howe, Louise Hill. Assoc Prof Speech. MA '38, Utah, Speech.
Western Michigan College. Kalamazoo, Mich.
Garneau, Wallace. Prof Speech. MA Michigan, Radio.

(As noted before, lists above are by no means complete - they represent schools replying to a questionnaire inquiry within five weeks of the date it was put in the mails. It's hoped that I've correctly interpreted information given - in some cases, I've been doubtful! - and have spelled names correctly.

Thank you for your assistance in providing information.

Harrison B Summers
Department of Speech
Ohio State University

October 12, 1955.)

(Information Received Too Late to be Included in Foregoing)

SCHOOLS OFFERING MAJOR WORK IN RADIO-TV LEADING TO M.A. DEGREE.

Brigham Young University. Provo, Utah. MA or MS (Sa); BA or BS (Sa). About 7 MA degrees.
McKinlay, Lynn. Instr Speech-Dramatic Arts. Certif Pasadena Playh'se.
Rich, Owen S. Instr Speech-Dramatic Arts. MA '53, UCLA, Radio-TV.
Smith, Oliver. Assoc Prof Journ'm. PhD '49, Iowa, Journalism.
Florida, University of. Gainesville, Fla. MS (Jb), BSJ or BSc (Jb). No information as to number of MA degrees.
Franks, L. E. (No information given)
Giese, Lynn. (No information given)
Georgia, University of. Athens, Georgia. MA (Jb), AB (Jb). One MA degree.
McDougald, Worth. Asst Prof Journ'm. AM Iowa, Journalism.
Texas, University of. Austin, Tex. MA (S,T-c); AB (Sb). About 15 MA degrees.
Hendricks, Lyle. Asst Prof Drama. (No information)
Williams, Donald M. Assoc Prof Speech. PhD Iowa, Speech.
Woolley, T. Russell. Asst Prof Speech. MA Northwestern, Speech.
Tulsa, University of. Tulsa, Okla. MA (Sb), BA (Sa). About 5 MA degrees.
Dumit, Edward S. Instr Radio. MA '55, Tulsa (?), Radio-TV.

SCHOOLS GRANTING BA OR BS DEGREES TO RADIO-TV MAJORS.

Humboldt State College. Arcata, Calif. BA (Sa).
Ladd, William. Asst Prof Speech. EdD '52, Wash'n State, Radio.
Southern Illinois University. Carbondale, Ill. BA (Sc).
Ripley, Joseph M. Lect'r Speech. MA '53, Ohio State, Radio-TV.
Robbins, Buren C. Asst Prof Speech. MA '35, Iowa, Theater.

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